RJR TOBACCO

SOLUTIONS TO LEGISLATED NON-SELF SERVICE

(FOR PACKAGE/CARTON OUTLETS)

RJR MERCHANDISING / PRESENCE DEVELOPMENT

51861 2334

Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

LEGISLATED NON-SELF SERVICE RJR MERCHANDISING/PRESENCE DEVELOPMENT

(PACKAGE OUTLETS)

* LOCAL, STATE AND/OR NATIONAL RESTRICTIONS WILL ALTER THE WAY CIGARETTES ARE SOLD AT RETAIL.

* IT IS OUR BELIEF THAT BOTH RJR AND THE RETAILER CAN BENEFIT FROM FUTURE CHANGE IF WE PAY ATTENTION TO THE BASIC PRINCIPLES THAT BUILT OUR CURRENT BUSINESS.

  - AT RJR, WE REFER TO THESE PRINCIPLES AS THE 3 P'S -- PRODUCT AVAILABILITY, PRESENCE, AND PROMOTION.

* QUITE SIMPLY, WHAT THE 3 P'S MEAN TO YOU AS A RETAILER ARE:

A. PRODUCT AVAILABILITY

PROVIDE BRAND SELECTION AND INVENTORY IN BOTH FULL PRICE AND SAVINGS CATEGORIES THAT YOUR CUSTOMERS DEMAND; THUS A REASON TO CONTINUALLY FREQUENT YOUR LOCATION(S).

B. PRESENCE

COMMUNICATE TO THE CONSUMER THAT YOU ARE IN THE CIGARETTE BUSINESS VIA BRAND PRESENCE, DISPLAYS, AND PROMOTIONS (PROVIDED BY THE MANUFACTURERS).

C. PROMOTION

COMPETITIVELY PRICING THE CIGARETTE CATEGORY AND ACTIVELY PARTICIPATING IN ALL MANUFACTURERS' PROMOTIONS TO SHOW YOUR CUSTOMER THAT YOUR STORES CONSISTENTLY OFFER THEM THE BEST DEALS AVAILABLE.

51861 2335

Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

LEGISLATED NON-SELF SERVICE RJR MERCHANDISING/PRESENCE DEVELOPMENT

(PACKAGE OUTLETS)

WHEN IS THE CORRECT TIME TO RECONFIGURE TO NON-SELF SERVICE?

* RJR'S RESPONSE IS TO BEGIN THE TRANSITION TO NSS ONLY AFTER BOTH RJR AND THE RETAILER FULLY UNDERSTAND THE FINAL OUTCOME OF LEGISLATIVE AND/OR REGULATORY INITIATIVES.

WHY WAIT TO IMPLEMENT NON-SELF SERVICE CIGARETTE MERCHANDISING IN YOUR LOCATIONS?

* FOUR MAJOR REASONS TO DELAY NSS RECONFIGURATION:

1) THE TIMING AND FINAL OUTCOME OF THE LEGISLATIVE AND/OR REGULATORY INITIATIVES, AND PERTINENT DETAILS, ARE CURRENTLY IMPOSSIBLE TO PREDICT.

2) PREMATURE CONVERSION TO NSS, WHILE THE MARKETPLACE REMAINS ON A SELF-SERVICE BASIS, MAY COST YOU SALES AND PROFITS.

3) NO ONE, ESPECIALLY THE RETAILER, WISHES TO EXPEND THE TIME AND MONEY TO RECONFIGURE THE CIGARETTE CATEGORY MORE THAN ONCE.

4) NO MANUFACTURER TO DATE HAS OFFERED THE RETAILER A VIABLE SOLUTION FOR THE FUTURE THAT SUPPORTS AN INDUSTRY APPROACH WHILE ADEQUATELY ADDRESSING THE PRIMARY BUSINESS DRIVERS OF THE CIGARETTE CATEGORY.

Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

LEGISLATED NON-SELF SERVICE RJR MERCHANDISING/PRESENCE DEVELOPMENT

(CARTON OUTLETS)

WHY WAIT TO IMPLEMENT NON-SELF SERVICE CIGARETTE MERCHANDISING IN YOUR LOCATIONS?

* **TRANSITIONING TO NON-SELF SERVICE, WHEN FACED WITH LEGISLATIVE RESTRICTIONS, BOILS DOWN TO (2) MAJOR ISSUES:**

1) **THE APPROACH YOU CHOOSE TO IMPLEMENT IN MERCHANDISING THE CIGARETTE CATEGORY.**

2) **THE TIMING OF IMPLEMENTATION YOU SET FOR YOUR RETAIL LOCATIONS.**

* **WE ARE PRESENTLY DEVELOPING MERCHANDISING/PRESENCE/DISPLAY ALTERNATIVES THAT ADDRESS ALL THE PRIMARY BUSINESS DRIVERS AND PROVIDE A VALUABLE POINT-OF DIFFERENCE VERSUS OTHER RETAILERS THAT OPT FOR LESS COMPREHENSIVE SOLUTIONS.**

* **IF NON-SELF SERVICE CIGARETTE MERCHANDISING IS IMPLEMENTED CORRECTLY, WITH CONSIDERATION FOR THE PRIMARY BUSINESS DRIVERS (3 P'S) AND TIMED WITH THE TOTAL MARKETPLACE TRANSITION, YOU SHOULD EXPERIENCE THE LEAST AMOUNT OF DISRUPTION TO YOUR CURRENT CIGARETTE CATEGORY BUSINESS.**

51861 2337

Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

COMPETITIVE PROGRAM ASSESSMENT

PHILIP MORRIS:

* THE MERCHANDISING FOCUS IS ON MARLBORO PRODUCT AND GRAPHICS.

* THIS OPTION WILL SATISFY THE NEEDS OF MARLBORO SMOKERS, BUT MAY LEAVE THE RETAILER WITH LITTLE OPPORTUNITY TO PROMOTE OTHER LEADING BRANDS.

* PHILIP MORRIS' CONTRACTS REQUIRE 50% OR MORE OF VISIBLE PACK AND CARTON FACINGS.

* SKU ELIMINATION RESULTS FROM INADEQUATE INVENTORY SPACE ALLOCATED TO NON-PM BRANDS -- A TACTIC THAT SERVES PM'S BEST INTERESTS, BUT ULTIMATELY MAY LOSE YOU CUSTOMERS.

* IN SUMMARY, PM'S NON-SELF SERVICE APPROACH DOES NOT ADEQUATELY ADDRESS THE 3 P'S FROM AN INDUSTRY PERSPECTIVE:

- PRODUCT AVAILABILITY

  INADEQUATE MERCHANDISING SPACE FOR BRANDS OTHER THAN PM.

- PRESENCE

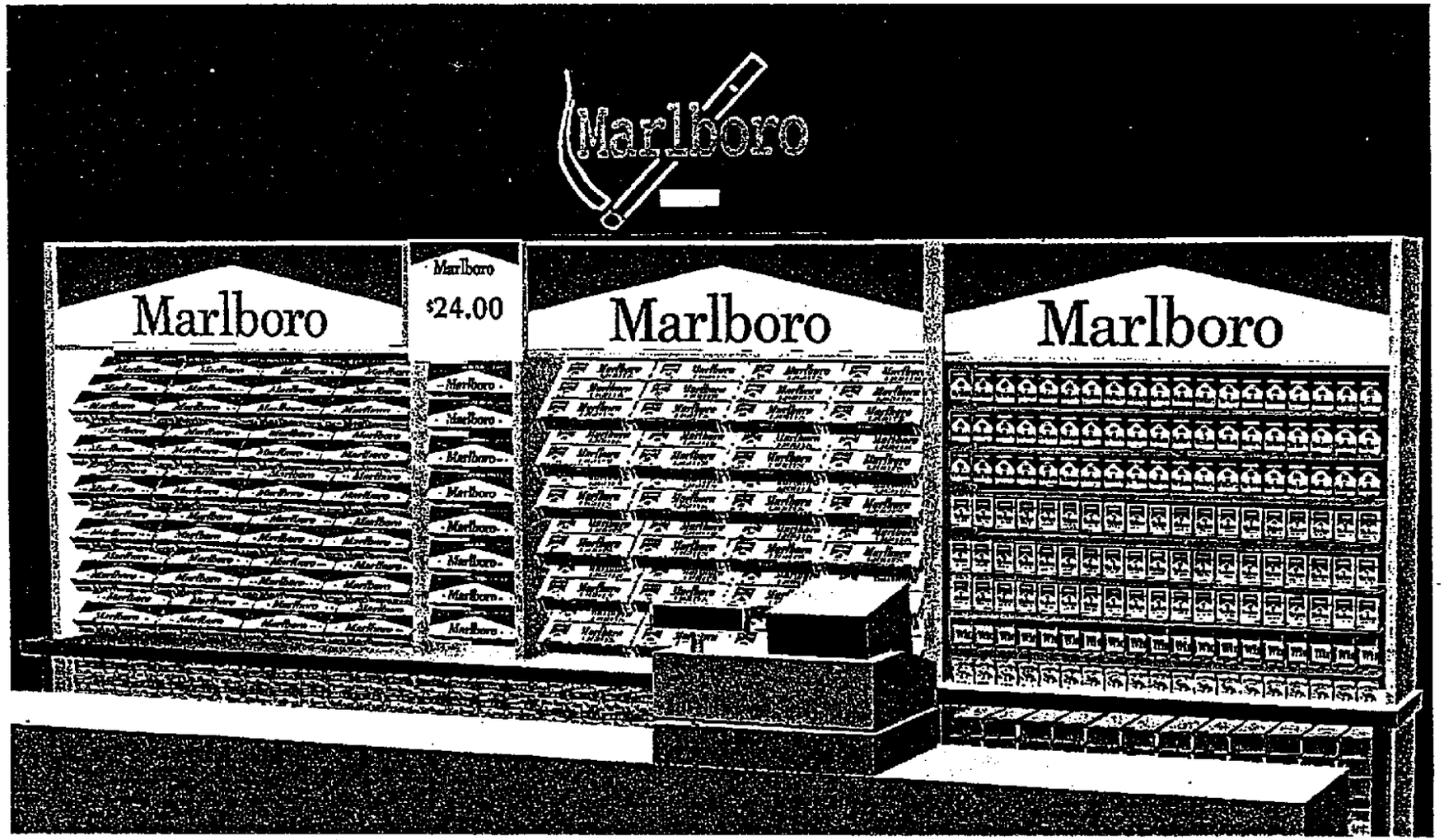
  MARLBORO ONLY. SAVINGS CATEGORY IS MINIMIZED.

- PROMOTION

  ONLY MARLBORO PROMOTIONS ARE VISIBLE. QUESTION AS TO WHETHER COMPETING MANUFACTURERS WILL PROMOTE FROM NON-VISIBLE POSITIONS OR CO-EXIST FROM A CONTRACTUAL STANDPOINT.

Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

PHILIP MORRIS



- **PM's NON-SELF-SERVICE APPROACH DOES NOT ADEQUATELY ADDRESS THE 3P's FROM AN INDUSTRY PERSPECTIVE:**
  - **PRODUCT AVAILABILITY**
    - **INADEQUATE MERCHANDISING SPACE FOR ALL BRANDS OTHER THAN PM.**
  - **PRESENCE**
    - **MARLBORO ONLY. SAVINGS CATEGORY MINIMIZED.**
  - **PROMOTION**
    - **ONLY MARLBORO PROMOTIONS ARE VISIBLE. QUESTION AS TO WHETHER COMPETING MANUFACTURERS WILL PROMOTE FROM NON-VISIBLE POSITIONS OR CO-EXIST FROM A CONTRACTUAL STANDPOINT.**

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Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

COMPETITIVE PROGRAM ASSESSMENT

BROWN & WILLIAMSON:

* RECENT PRESENTATIONS BY B & W INCLUDE NEW FIXTURING FOR PACKS, CARTONS, AND PROMOTIONS. THIS FIXTURING INITIATIVE IS ENTITLED *FLEXMASTER 2010*.

* AS WITH THE PM APPROACH, THE B & W PRESENTATION SPEAKS ONLY TO ENSURING THEIR PRESENCE IN THE STORE AND OFFERS LITTLE TO ASSIST RETAILERS WITH MANAGING THE TOTAL CIGARETTE CATEGORY.

* IN SUMMARY, B & W'S NON-SELF SERVICE APPROACH DOES NOT ADEQUATELY ADDRESS THE 3 P'S FROM AN INDUSTRY PERSPECTIVE:

- PRODUCT AVAILABILITY

  PROVIDES MERCHANDISING SPACE FOR B & W BRANDS ONLY.

- PRESENCE

  GPC AND/OR KOOL ONLY. MOST LIKELY WILL BE GPC DOMINANT IN MOST MARKETS.

- PROMOTION

  SPACE DEDICATED ON TOP SHELF OF *FLEXMASTER 2010* MODULE FOR PACK AND/OR CARTON PROMOTIONS FOR B& W ONLY. B & W'S PLAN-O-GRAM PERMITS CO-EXISTENCE WITH COMPETING MANUFACTURERS' MERCHANDISERS.

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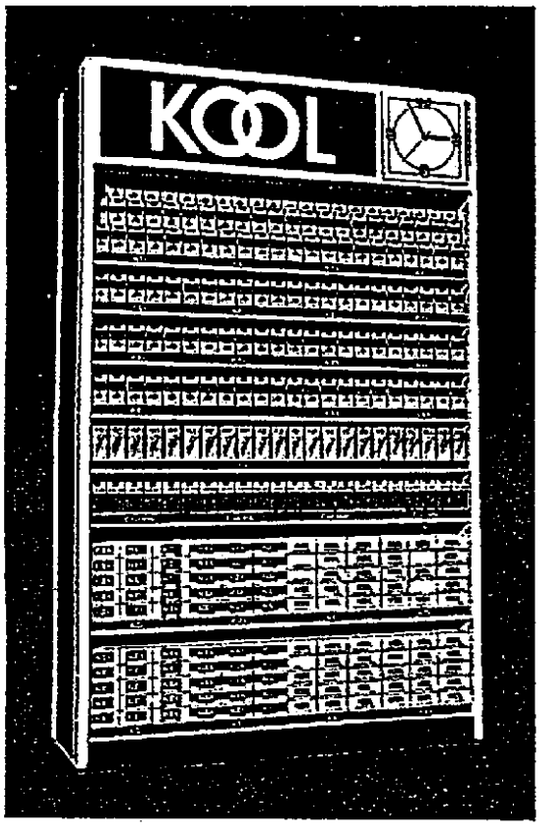
BROWN & WILLIAMSON

AVAILABLE IN 2', 3', AND 4' WIDTHS W/MULTIPLE HEIGHT PROFILE



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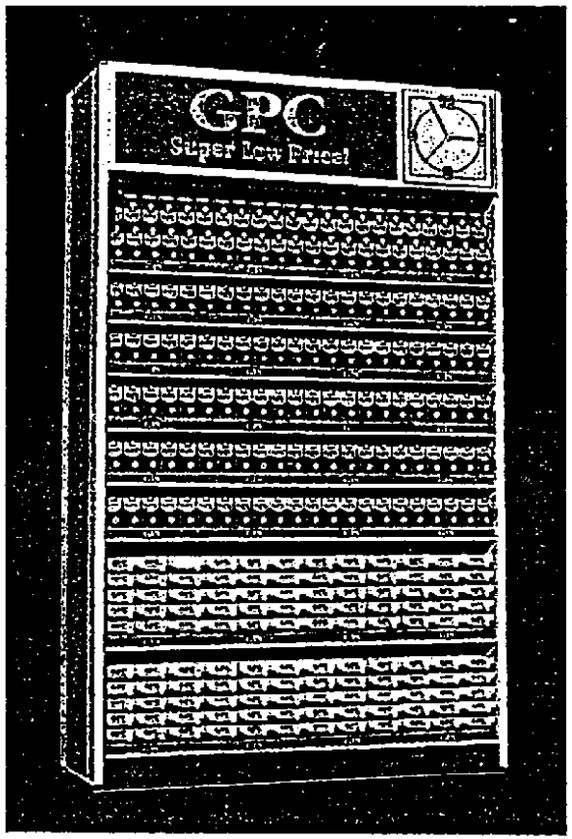

OR

SATELLITE NSS COUNTER DISPLAYS

- B&W's NON-SELF SERVICE APPROACH DOES NOT ADEQUATELY ADDRESS THE 3P's FROM AN INDUSTRY PERSPECTIVE:

PRODUCT AVAILABILITY

- PROVIDES MERCHANDISING SPACE FOR B&W BRANDS ONLY.

PRESENCE

- GPC AND/OR KOOL ONLY. MOST LIKELY WILL BE GPC DOMINANT IN MOST MARKETS.

PROMOTION

- SPACE DEDICATED ON TOP SHELF OF FLEXMASTER 2010 MODULE FOR PACK AND/OR CARTON PROMOTIONS FOR B&W ONLY. B&W's PLANOGRAM PERMITS CO-EXISTENCE WITH COMPETING MANUFACTURER'S MERCHANDISERS.

51861 2341

Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

RJR MERCHANDISING/PRESENCE DEVELOPMENT - PLANNING FOR THE FUTURE

(PACKAGE OUTLETS)

RJR SOLUTIONS:

CEILING MOUNTED ADJUSTABLE POLE DISPLAY

* RELOCATES PACK DISPLAYS FROM PRIMARY SALES COUNTER TO NON-SELF SERVICE POSITIONS.

* ALLOWS RETAILER TO PARTICIPATE IN MULTIPLE MANUFACTURERS DISPLAY PROGRAMS WHILE MAXIMIZING CONSUMER AWARENESS ON MAJOR SELLING BRANDS; AN INDUSTRY APPROACH.

* THE CEILING MOUNTED ADJUSTABLE POLE DISPLAY FUNDED AND SUPPLIED BY RJR MAY BE UTILIZED FOR RJR BRANDS ONLY.

* HOW DOES THIS OPTION MEASURE UP TO THE CIGARETTE CATEGORY? 3 P'S?

- PRODUCT AVAILABILITY

  DISPLAYS ARE AVAILABLE FOR BEST SELLING FULL PRICE AND SAVINGS BRANDS OF MULTIPLE MANUFACTURERS TO MAXIMIZE % COVERAGE OF CONSUMER BASE.

- PRESENCE

  PROVIDES PRODUCT VISIBILITY AND COMMUNICATES PRICING/BRAND MESSAGES TO THE CONSUMER.

- PROMOTION

  FLEXIBILITY TO EFFECTIVELY COMMUNICATE AND DISPLAY PROMOTIONS WHEN AVAILABLE.

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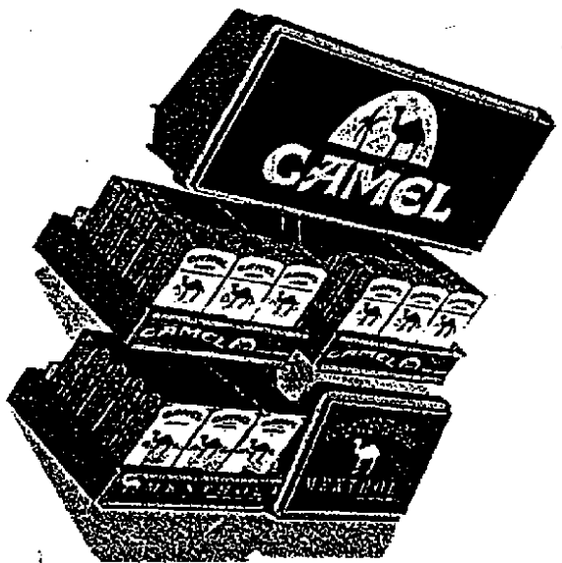
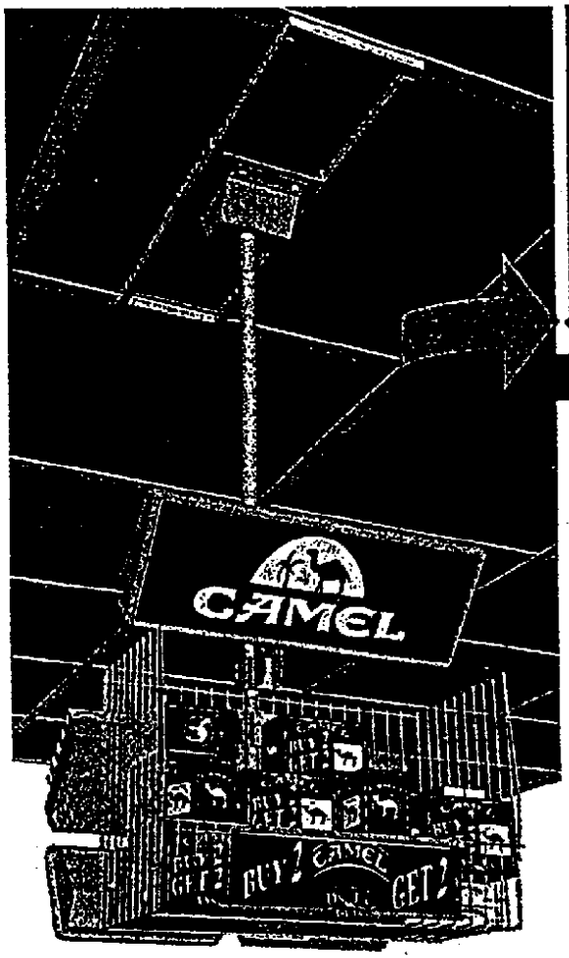
Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

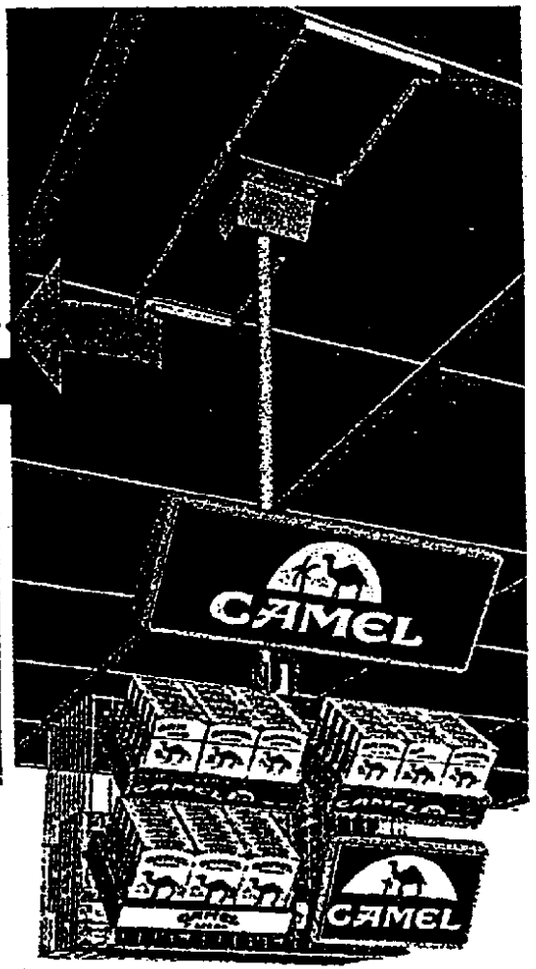
ADJUSTABLE POLE DISPLAY



WALL MOUNTED UNIT



CEILING UNIT



CEILING UNIT W/PROMO BASKET

- **FEATURES:**
  - MOUNTING FLEXIBILITY (CEILING, WALL, COUNTER)
  - ADJUSTABLE TRAY POSITIONING
  - EXPANDABLE TRAY
  - PROMOTION BASKET AVAILABILITY

- **BENEFITS:**
  - FREES UP COUNTER SPACE
  - PROVIDES UNIFORM LOOK AND MAXIMIZES BRAND VISIBILITY
  - DISPLAYS 3 OR 4 PACK FACINGS
  - ADDRESSES CONTRACT NEEDS
  - ONE DISPLAY FOR BOTH PACK AND PROMOTION MERCHANDISING

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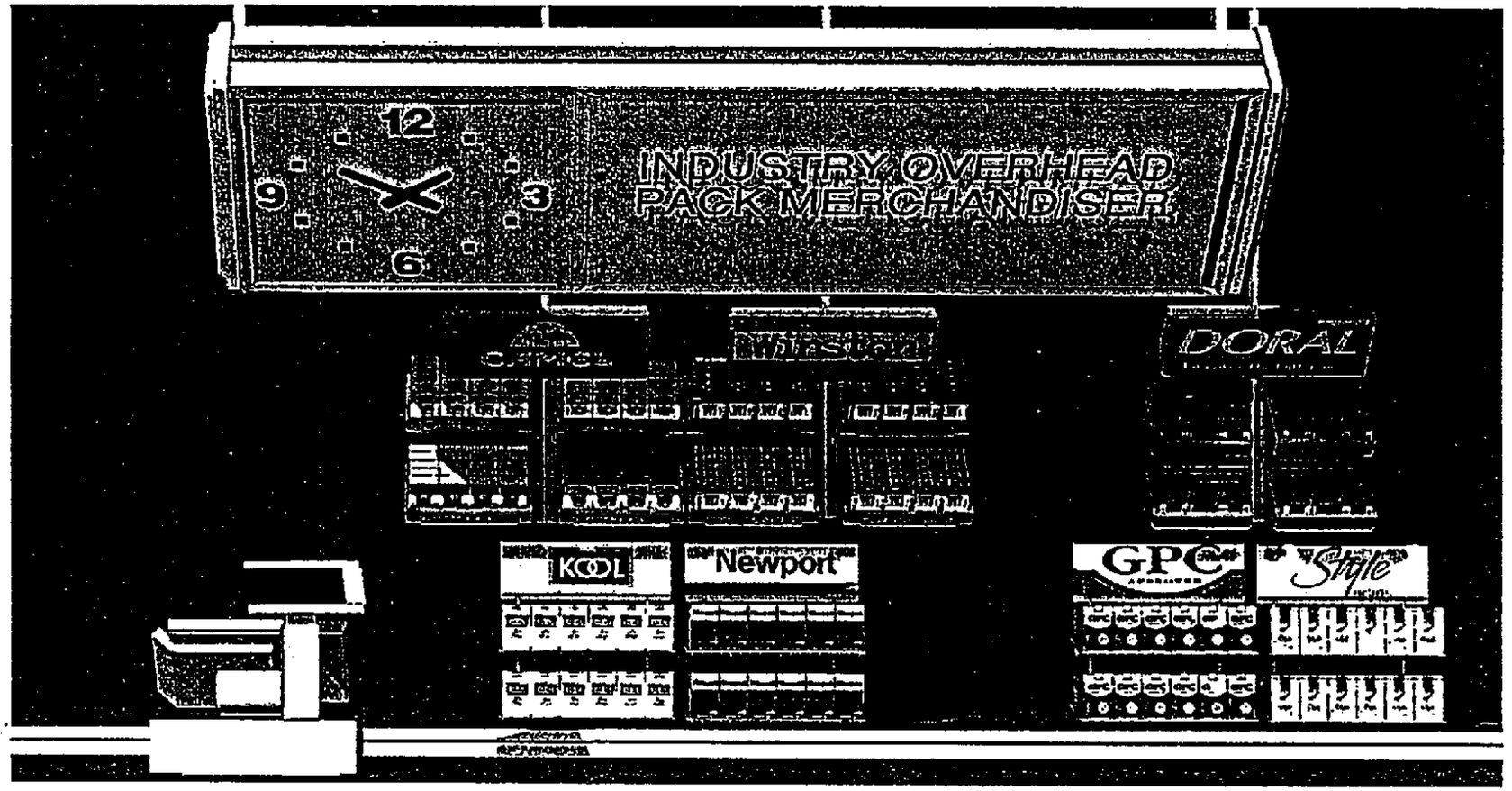
Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

INDUSTRY SET



- HOW DOES THIS OPTION MEASURE UP TO THE CIGARETTE CATEGORY? 3P's?
  - PRODUCT AVAILABILITY
    - DISPLAYS ARE AVAILABLE FOR BEST SELLING FULL PRICE AND SAVINGS BRANDS OF MULTIPLE MANUFACTURERS TO MAXIMIZE % COVERAGE OF CONSUMER BASE.
  - PRESENCE
    - PROVIDES PRODUCT VISIBILITY AND COMMUNICATES PRICING/BRAND MESSAGES TO THE CONSUMER.
  - PROMOTION
    - FLEXIBILITY TO EFFECTIVELY COMMUNICATE AND DISPLAY PROMOTIONS WHEN AVAILABLE

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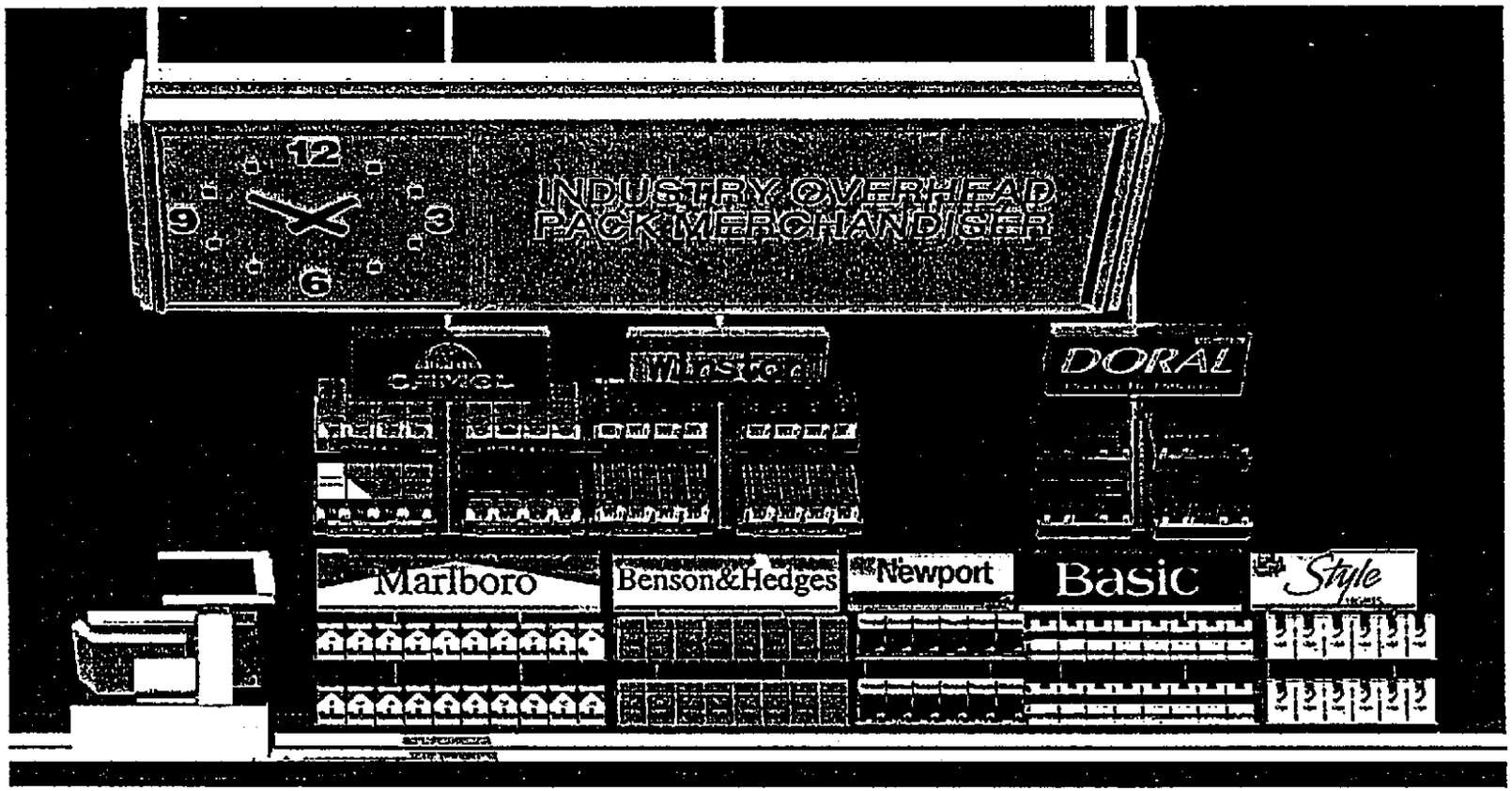
INDUSTRY SET



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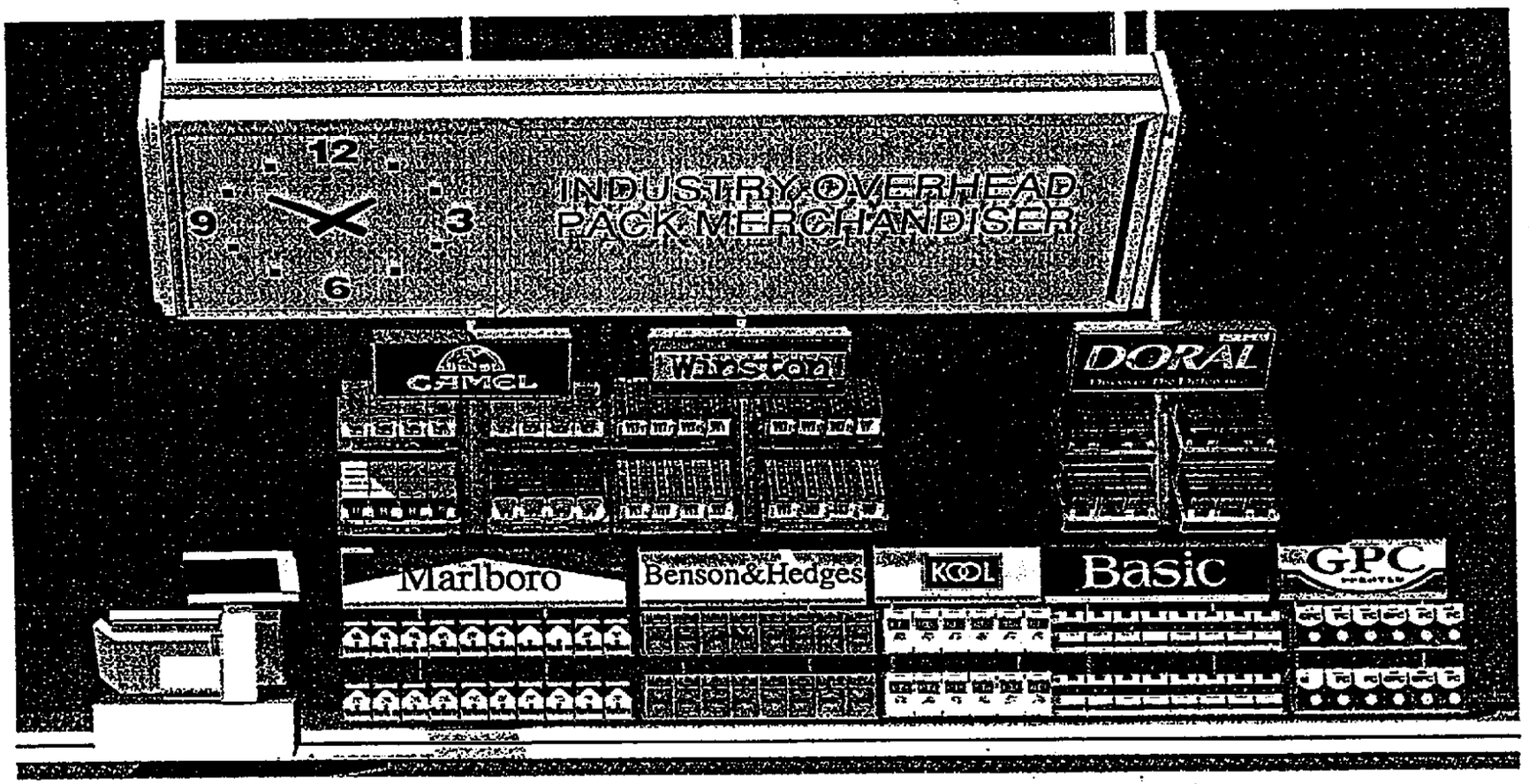

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51861 2346

Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

RJR MERCHANDISING/PRESENCE DEVELOPMENT - PLANNING FOR THE FUTURE

(PACKAGE OUTLETS)

RJR SOLUTIONS:

ADJUSTABLE POLE DISPLAY (IN TANDEM WITH CARTON WATERFALL WOOD MODULES)

* FOR RETAILERS THAT ARE INTERESTED IN SELLING BOTH PACKS AND CARTONS.

* ALLOWS RETAILER TO PARTICIPATE IN MULTIPLE MANUFACTURERS' DISPLAY AND CARTON PROGRAMS WHILE MAXIMIZING CONSUMER AWARENESS ON MAJOR SELLING BRANDS; AN INDUSTRY APPROACH.

* CEILING MOUNTED ADJUSTABLE POLE DISPLAY AND RJR CARTON WATERFALL WOOD MODULES MAY BE UTILIZED FOR RJR BRANDS.

* HOW DOES THIS OPTION MEASURE UP TO THE CIGARETTE CATEGORY 3 P'S?

- PRODUCT AVAILABILITY

  DISPLAYS AND CARTON MODULES ARE AVAILABLE FOR BEST SELLING FULL PRICE AND SAVINGS BRANDS FOR PACK AND CARTON CONFIGURATIONS OF MULTIPLE MANUFACTURERS TO MAXIMIZE % COVERAGE OF CONSUMER BASE.

- PRESENCE

  PROVIDES PACK AND CARTON VISIBILITY AND COMMUNICATES PRICING/BRAND MESSAGES TO THE CONSUMER FOR BOTH.

- PROMOTION

  FLEXIBILITY TO FEATURE PACK AND CARTON PROMOTIONS WHEN AVAILABLE.

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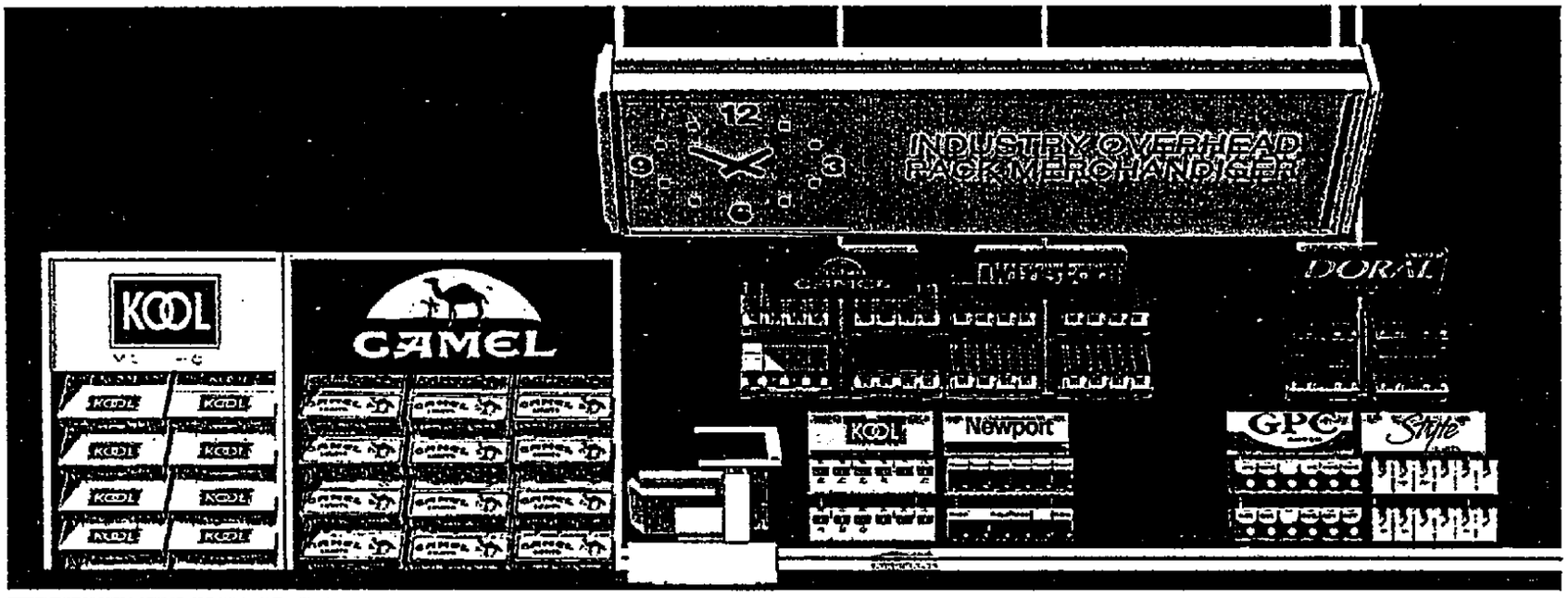
ADJUSTABLE POLE DISPLAY

IN TANDEM W/CARTON WATERFALL WOOD MODULES



- HOW DOES THIS OPTION MEASURE UP TO THE CIGARETTE CATEGORY'S 3P's?
  - PRODUCT AVAILABILITY
    - DISPLAYS AND CARTON MODULES ARE AVAILABLE FOR BEST SELLING FULL PRICE AND SAVINGS BRANDS FOR PACK AND CARTON CONFIGURATIONS OF MULTIPLE MANUFACTURERS TO MAXIMIZE % COVERAGE OF CONSUMER BASE.
  - PRESENCE
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  - PROMOTION
    - FLEXIBILITY TO FEATURE PACK AND CARTON PROMOTIONS WHEN AVAILABLE.

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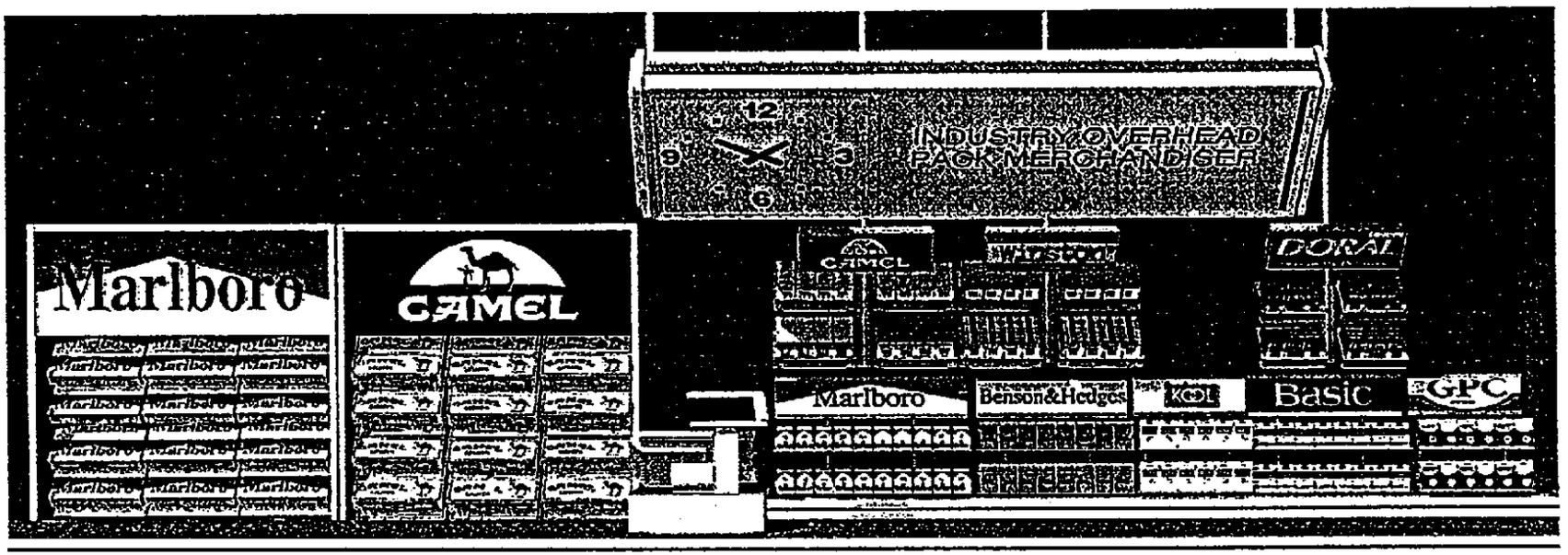
ADJUSTABLE POLE DISPLAY

IN TANDEM W/CARTON WATERFALL WOOD MODULES



- HOW DOES THIS OPTION MEASURE UP TO THE CIGARETTE CATEGORY'S 3P's?
  - PRODUCT AVAILABILITY
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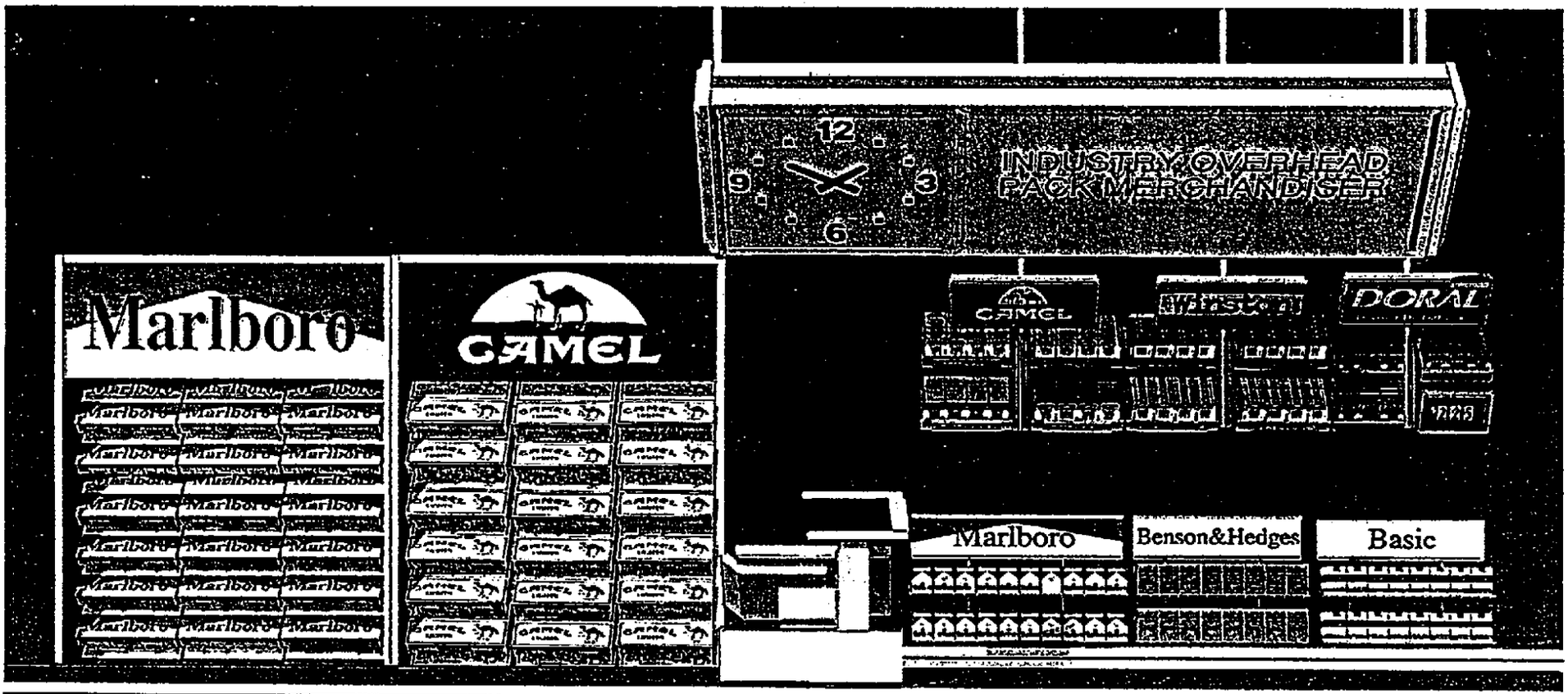
ADJUSTABLE POLE DISPLAY

IN TANDEM W/CARTON WATERFALL WOOD MODULES



- HOW DOES THIS OPTION MEASURE UP TO THE CIGARETTE CATEGORY'S 3P's?
  - PRODUCT AVAILABILITY
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  - PRESENCE
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  - PROMOTION
    - FLEXIBILITY TO FEATURE PACK AND CARTON PROMOTIONS WHEN AVAILABLE.

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RJR MERCHANDISING/PRESENCE DEVELOPMENT - PLANNING FOR THE FUTURE

(PACKAGE OUTLETS)

RJR SOLUTIONS:

BACKBAR CONSOLIDATION CIGARETTE DEPARTMENT

* ALLOWS RETAILERS WITH ADEQUATE BACKBAR SPACE TO PARTICIPATE IN MULTIPLE MANUFACTURERS DISPLAY AND CARTON PROGRAMS WHILE MAXIMIZING CONSUMER AWARENESS ON MAJOR SELLING BRANDS; AN INDUSTRY APPROACH.

* ADJUSTABLE POLE DISPLAY COMPONENTS AND RJR CARTON WATERFALL WOOD MODULES MAY BE UTILIZED TO MERCHANDISE RJR BRANDS AND OTHER MANUFACTURERS PACK/CARTON NEEDS ON A COST SHARE BASIS.

* SPRINGLOAD PACKAGE SPACE MAY BE IMPLEMENTED BASED ON RETAILER'S NEED/DESIRE TO ELIMINATE THE CURRENT INDUSTRY PACK MERCHANDISER.

* HOW DOES THIS OPTION MEASURE UP TO THE CIGARETTE CATEGORY'S 3 P'S?

- PRODUCT AVAILABILITY

  INTEGRATED PRIORITY PACK, PACK PROMOTION, AND WATERFALL CARTON MODULES ARE AVAILABLE FOR BEST SELLING FULL PRICE AND SAVINGS BRANDS FOR PACK AND CARTON CONFIGURATIONS OF MULTIPLE MANUFACTURERS TO MAXIMIZE % COVERAGE OF CONSUMER BASE.

- PRESENCE

  PROVIDES PACK AND CARTON VISIBILITY AND COMMUNICATES PRICING/BRAND MESSAGES TO THE CONSUMER FOR BOTH.

- PROMOTION

  FLEXIBILITY TO FEATURE PACK AND CARTON PROMOTIONS WHEN AVAILABLE.

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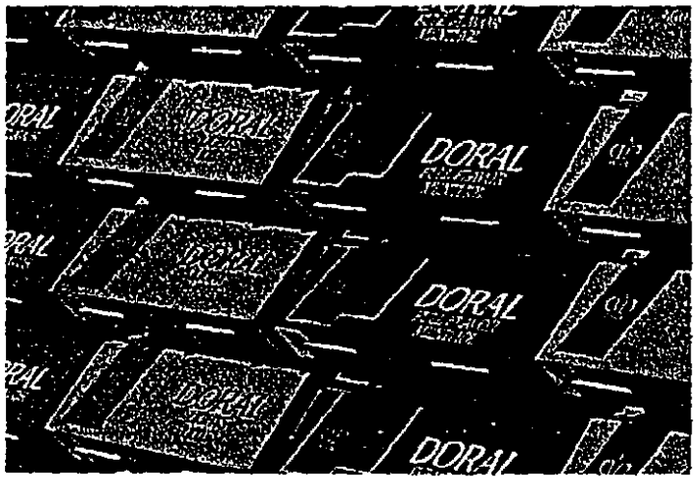
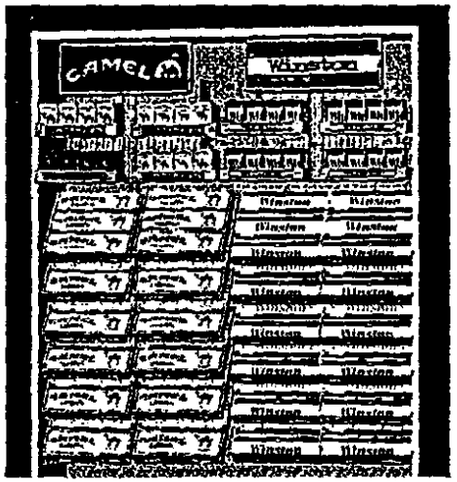
BACKBAR CONSOLIDATION COMPONENTS

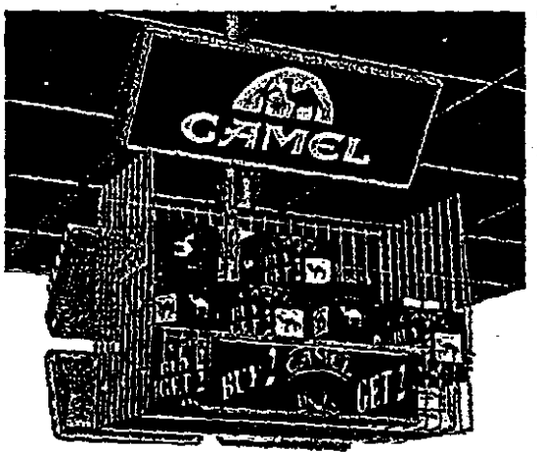
WATERFALL

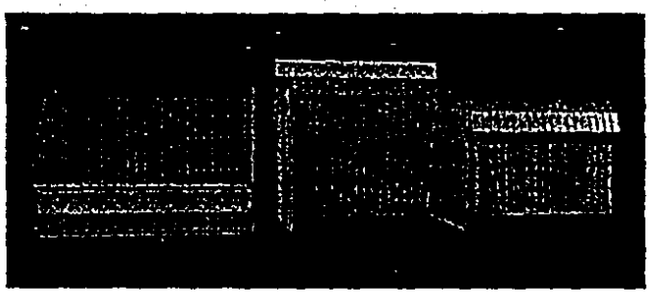




ADJUSTABLE POLE DISPLAY COMPONENT SHOWN IN CARTON FIXTURE MAY BE UTILIZED IN TANDEM WITH CARTON WATERFALL

PROMOTIONAL CAPABILITY WHEN YOU NEED IT...





...HIDDEN WHEN YOU DON'T

FEATURES:	BENEFITS:
SIDE FACING CARTONS	HIGH IMPACT PRODUCT PRESENTATION COMMUNICATES/DEMONSTRATES COMMITMENT TO CATEGORY
AVAILABLE IN VARIOUS SIZES	MEETS NEEDS OF RETAILERS
INDUSTRY APPROACH	ADDRESSES 3P's
UNIFORM LOOK	CONSISTENT PROGRAM, EASILY MAINTAINED

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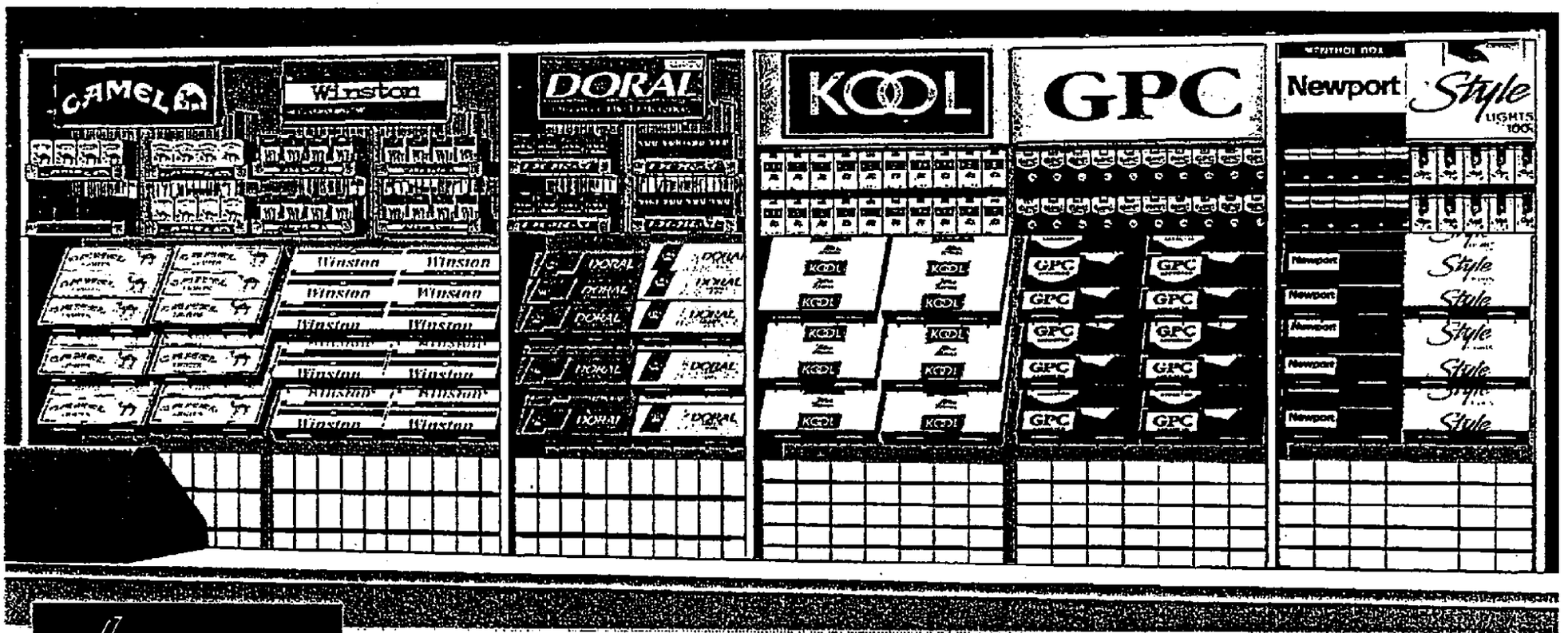
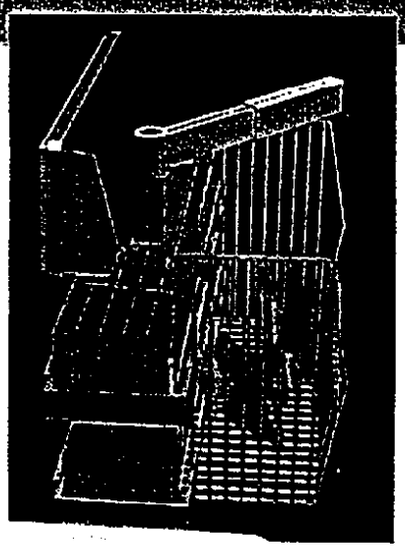
Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

BACKBAR CONSOLIDATION INDUSTRY SET





- **HOW DOES THIS OPTION MEASURE UP TO THE CIGARETTE CATEGORY'S 3P's?**
  - **PRODUCT AVAILABILITY**
    - **INTEGRATED PRIORITY PACK, PACK PROMOTION, AND WATERFALL CARTON MODULES ARE AVAILABLE FOR BEST SELLING FULL PRICE AND SAVNGS BRANDS FOR PACK AND CARTON CONFIGURATIONS OF MULTIPLE MANUFACTURERS TO MAXIMIZE % COVERAGE OF CONSUMER BASE.**
  - **PRESENCE**
    - **PROVIDES PACK AND CARTON VISIBILITY AND COMMUNICATES PRICING/BRAND MESSAGES TO THE CONSUMER FOR BOTH.**
  - **PROMOTION**
    - **FLEXIBILITY TO FEATURE PACK AND CARTON PROMOTIONS WHEN AVAILABLE.**

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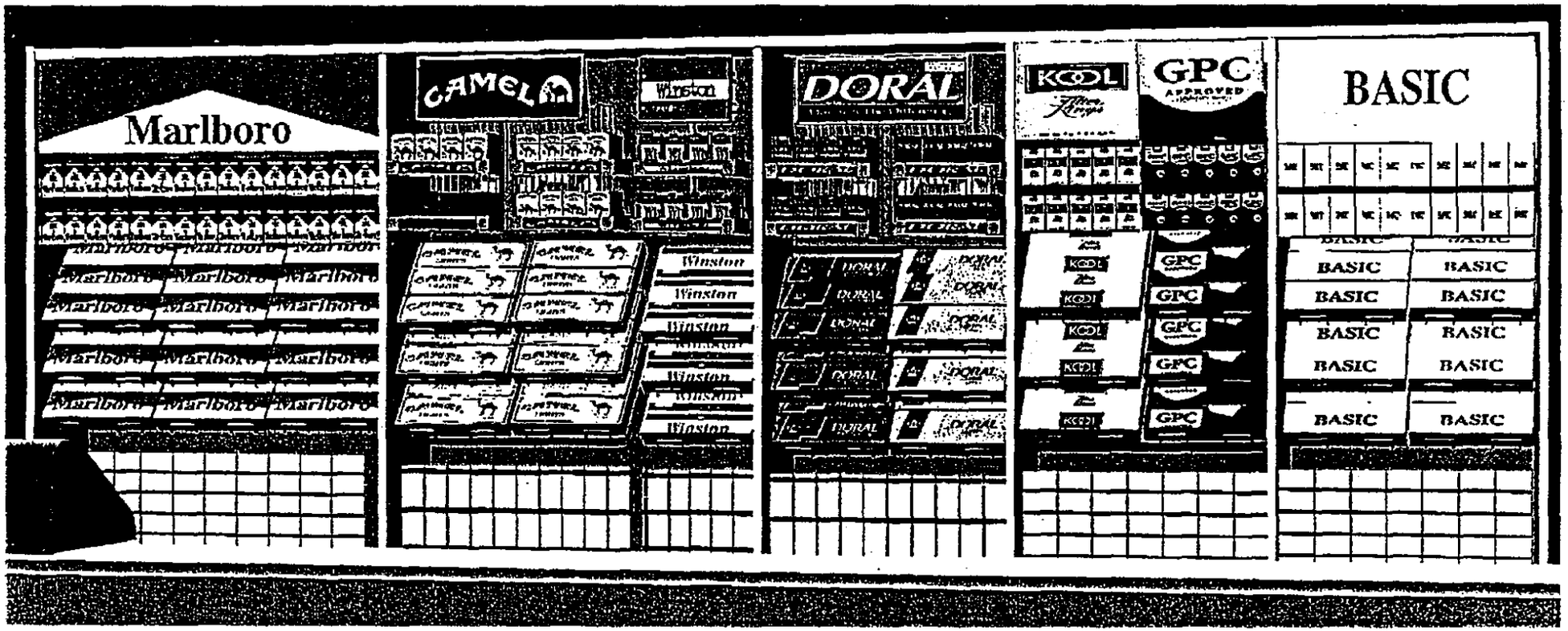
Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

BACKBAR CONSOLIDATION INDUSTRY SET



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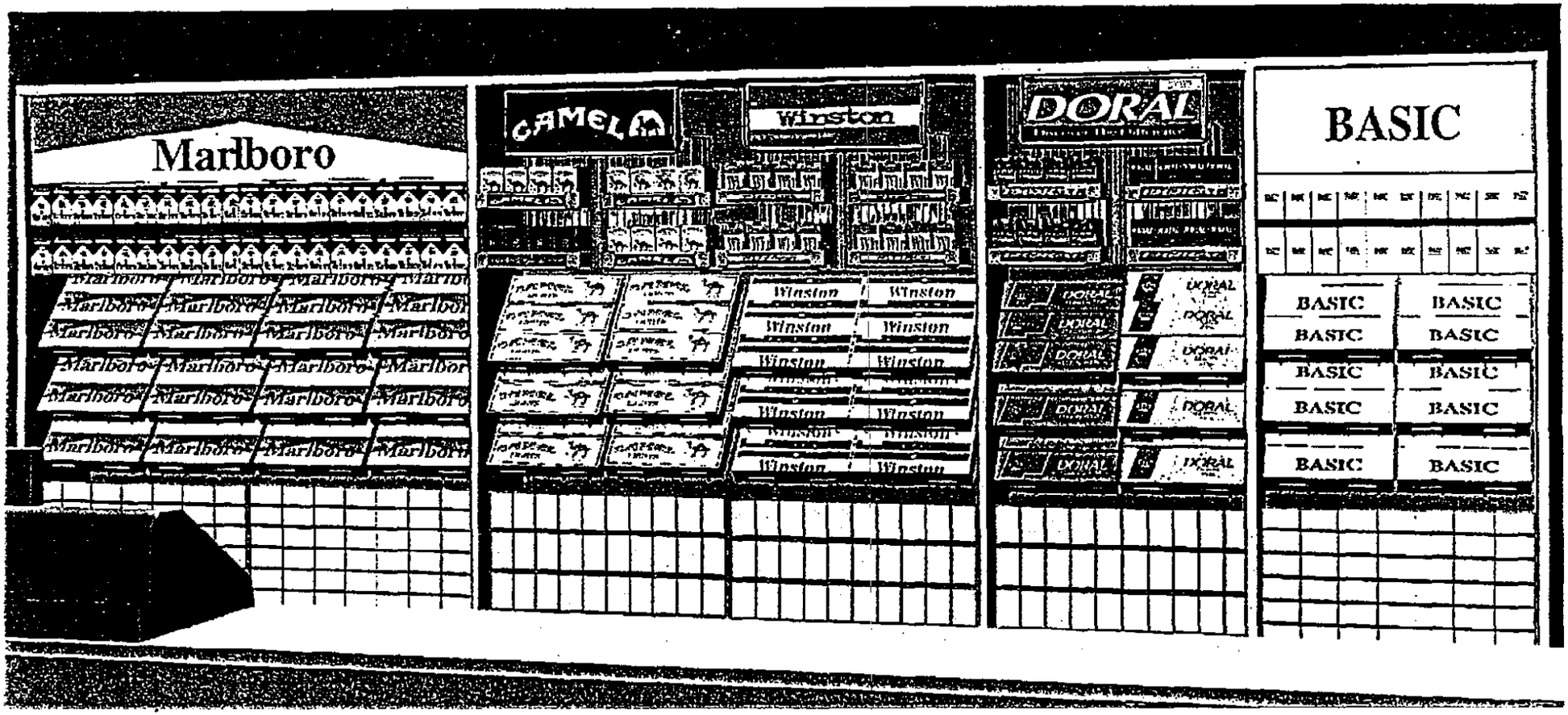
Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

BACKBAR CONSOLIDATION INDUSTRY SET



- HOW DOES THIS OPTION MEASURE UP TO THE CIGARETTE CATEGORY'S 3P's?
  - PRODUCT AVAILABILITY
    - INTEGRATED PRIORITY PACK, PACK PROMOTION, AND WATERFALL CARTON MODULES ARE AVAILABLE FOR BEST SELLING FULL PRICE AND SAVNGS BRANDS FOR PACK AND CARTON CONFIGURATIONS OF MULTIPLE MANUFACTURERS TO MAXIMIZE % COVERAGE OF CONSUMER BASE.
  - PRESENCE
    - PROVIDES PACK AND CARTON VISIBILITY AND COMMUNICATES PRICING/BRAND MESSAGES TO THE CONSUMER FOR BOTH.
  - PROMOTION
    - FLEXIBILITY TO FEATURE PACK AND CARTON PROMOTIONS WHEN AVAILABLE.

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Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

RJR MERCHANDISING/PRESENCE DEVELOPMENT - PLANNING FOR THE FUTURE

(PACKAGE OUTLETS)

RJR SOLUTIONS:

LIMITED RETAIL SPACE OPTIONS

* A MODIFIED INDUSTRY APPROACH (2 OR 3 MANUFACTURERS) MAY MAXIMIZE YOUR CIGARETTE DEPARTMENT CONSUMER COVERAGE IF SPACE LIMITATIONS ARE SEVERE.

* FOR "U-SHAPED" SALES COUNTERS, RJR IS CURRENTLY DEVELOPING A 360° ADJUSTABLE POLE DISPLAY CONFIGURATION THAT INSURES CONSUMER VISIBILITY FROM ALL SALES FLOOR PERSPECTIVES.

* FOR RETAILERS WITH BUILT-IN COUNTERS IN THE BACKBAR AREA, RJR IS ALSO DEVELOPING A COUNTERTOP WOOD MODULE SYSTEM FOR NON-SELF SERVICE BACKBAR PLACEMENT.

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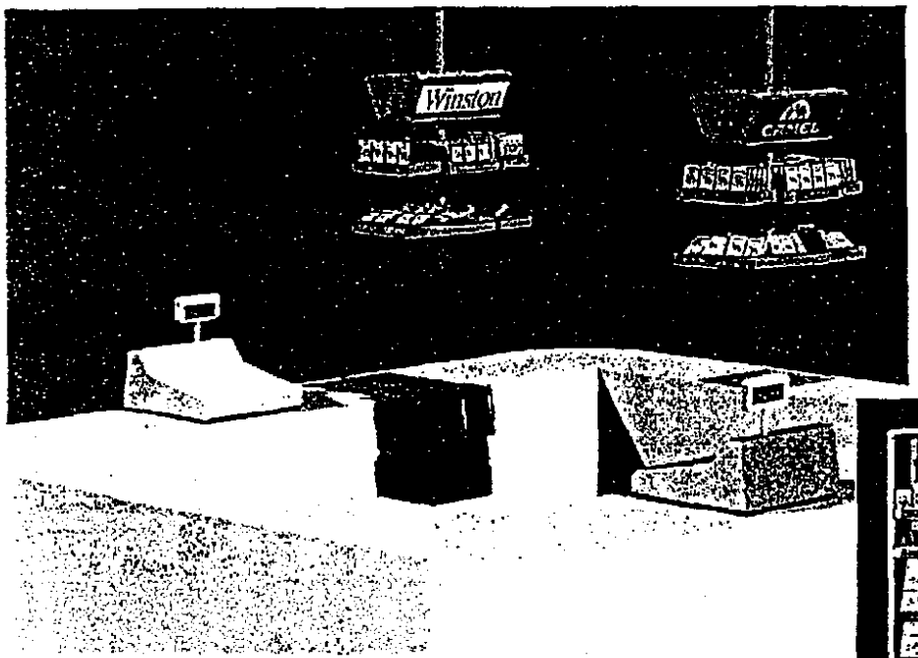
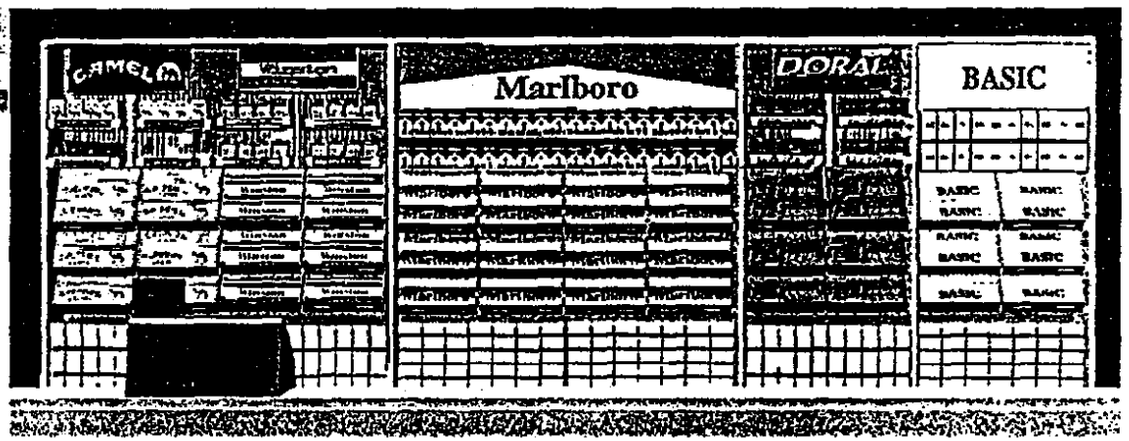
Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

LIMITED RETAIL SPACE OPTIONS





- FOR RETAILERS WITH "U"-SHAPED SET SALES COUNTERS (NO BACKBARS) OR BACKBAR SPACE AVAILABILITY FROM THE COUNTER HEIGHT ONLY.
- RETAILERS FACING THE ABOVE SPACE LIMITATIONS NEED ADDITIONAL MERCHANDISING OPTIONS IN ORDER TO ADDRESS THE CIGARETTE CATEGORY'S 3P's.
- PRIOR MERCHANDISING OPTIONS MAY BE UTILIZED, BASED ON AVAILABLE SPACE, IF THE NUMBER OF PARTICIPATING MANUFACTURERS IS SCRUTINIZED. A MODIFIED INDUSTRY APPROACH (2 OR 3 MANUFACTURERS) MAY MAXIMIZE YOUR CIGARETTE DEPARTMENT CONSUMER COVERAGE IF SPACE LIMITATIONS ARE SEVERE.
- FOR "U"-SHAPED SALES COUNTERS, RJR IS CURRENTLY DEVELOPING A 360° ADJUSTABLE POLE DISPLAY CONFIGURATION THAT INSURES CONSUMER VISIBILITY FROM ALL SALES FLOOR PERSPECTIVES.
- FOR RETAILERS WITH BUILT-IN COUNTERS IN THE BACKBAR AREA, RJR IS ALSO DEVELOPING A COUNTERTOP WOOD MODULE SYSTEM FOR NON SELF-SERVICE BACKBAR PLACEMENT.

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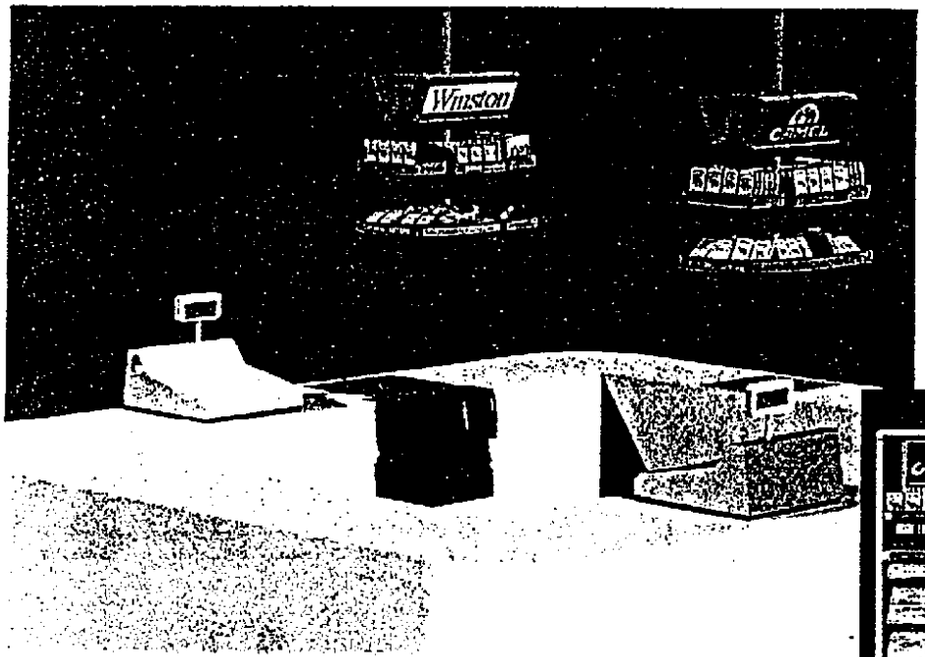
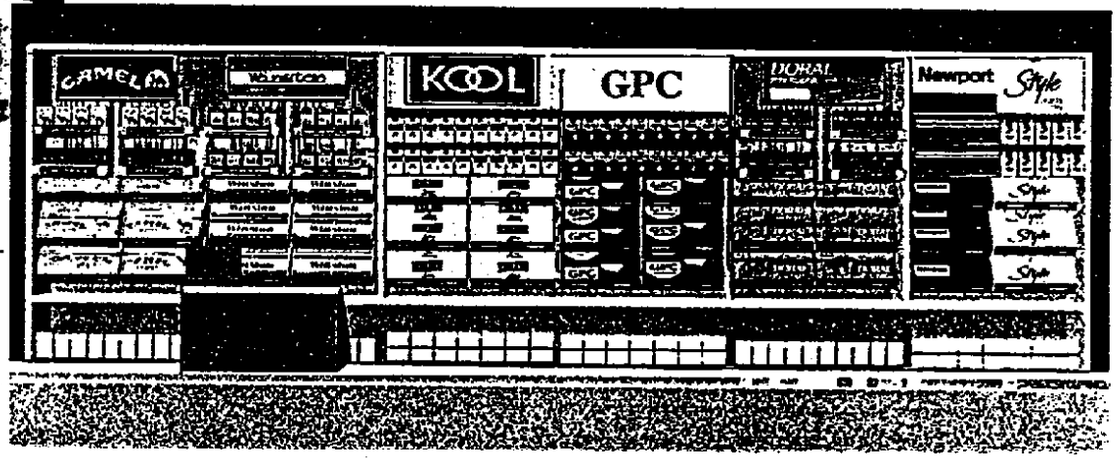
Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

LIMITED RETAIL SPACE OPTIONS





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- FOR RETAILERS WITH BUILT-IN COUNTERS IN THE BACKBAR AREA, RJR IS ALSO DEVELOPING A COUNTERTOP WOOD MODULE SYSTEM FOR NON SELF-SERVICE BACKBAR PLACEMENT.

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Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

LEGISLATED NON-SELF SERVICE RJR MERCHANDISING/PRESENCE DEVELOPMENT

(PACKAGE OUTLETS)

SUMMARY:

* UNTIL FINAL LEGISLATIVE AND/OR REGULATORY INITIATIVES ARTICULATE A CLEAR DIRECTION OF THE FUTURE CIGARETTE CATEGORY MERCHANDISING, RETAILERS SHOULD NOT IMPLEMENT RESETS.

* RJR WILL SHARE WITH YOU LEARNING FROM INDUSTRY TEST SETS TO AID IN DETERMINING YOUR FUTURE NEEDS. A LIST OF TEST STORES THAT YOU MAY VISIT CAN BE SUPPLIED TO YOU FROM YOUR RJR REPRESENTATIVE.

* IF NECESSARY, TEST SEVERAL INDUSTRY SETS DISCUSSED IN THIS DOCUMENT TO DETERMINE PERFORMANCE AND LOGISTICAL PARAMETERS. THIS LEARNING CAN LEAD TO AN EFFICIENT ROLLOUT.

* RJR REMAINS COMMITTED AS YOUR CATEGORY ADVISOR TO LEAD YOU THROUGH THE TRANSITION TO LEGISLATED AND/OR REGULATED NON-SELF SERVICE. TIMING AND THE SELECTION OF THE RIGHT MERCHANDISING APPROACH IS CRITICAL TO MAINTAIN/BUILD THE PROFITABILITY OF YOUR NUMBER ONE INSIDE SALES CATEGORY.

IMPORTANT:

ALL OF THE SOLUTIONS OFFERED TO YOU AS RETAILER INCLUDE RJR'S EXPERTISE IN SETTING UP THE ENTIRE CATEGORY PLAN-O-GRAM TO THE APPROPRIATE SHARE OF SPACE VERSUS SHARE OF MARKET. NO OTHER MANUFACTURER OFFERS THIS TOTAL CATEGORY SERVICE.

Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

LEGISLATED N/S/S CARTON.
MERCH/PRESENCE DVLPMT.

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Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

LEGISLATED NON-SELF SERVICE RJR MERCHANDISING/PRESENCE DEVELOPMENT

(CARTON OUTLETS)

INTRODUCTION:

* LOCAL, STATE AND/OR NATIONAL RESTRICTIONS WILL ALTER THE WAY CIGARETTES ARE SOLD AT RETAIL.

* IT IS OUR BELIEF THAT BOTH RJR AND THE RETAILER CAN BENEFIT FROM FUTURE CHANGE IF WE PAY ATTENTION TO THE BASIC PRINCIPLES THAT BUILT OUR CURRENT BUSINESS.

  - AT RJR, WE REFER TO THESE PRINCIPLES AS THE 3 P'S -- PRODUCT AVAILABILITY, PRESENCE, AND PROMOTION.

* QUITE SIMPLY, WHAT THE 3 P'S MEAN TO YOU AS A RETAILER ARE:

A. PRODUCT AVAILABILITY

PROVIDE BRAND SELECTION AND INVENTORY IN BOTH FULL PRICE AND SAVINGS CATEGORIES THAT YOUR CUSTOMERS DEMAND; THUS A REASON TO CONTINUALLY FREQUENT YOUR LOCATION(S).

B. PRESENCE

COMMUNICATE TO THE CONSUMER THAT YOU ARE IN THE CIGARETTE BUSINESS VIA BRAND PRESENCE, DISPLAYS, AND PROMOTIONS (PROVIDED BY THE MANUFACTURERS).

C. PROMOTION

COMPETITIVELY PRICING THE CIGARETTE CATEGORY AND ACTIVELY PARTICIPATING IN AVAILABLE MANUFACTURERS' PROMOTIONS TO SHOW YOUR CUSTOMER THAT YOUR STORES CONSISTENTLY OFFER THEM THE BEST DEALS AVAILABLE.

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Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

LEGISLATED NON-SELF SERVICE RJR MERCHANDISING/PRESENCE DEVELOPMENT

(CARTON OUTLETS)

WHEN IS THE CORRECT TIME TO RECONFIGURE TO NON-SELF SERVICE?

* **RJR'S RESPONSE IS TO BEGIN THE TRANSITION TO NSS ONLY AFTER BOTH RJR AND THE RETAILER FULLY UNDERSTAND THE FINAL OUTCOME OF LEGISLATIVE AND/OR REGULATORY INITIATIVES.**

WHY WAIT TO IMPLEMENT NON-SELF SERVICE CIGARETTE MERCHANDISING IN YOUR LOCATIONS?

* **FOUR MAJOR REASONS TO DELAY NSS RECONFIGURATION:**

1) **THE TIMING AND FINAL OUTCOME OF THE LEGISLATIVE AND/OR REGULATORY INITIATIVES, AND PERTINENT DETAILS, ARE CURRENTLY IMPOSSIBLE TO PREDICT.**

2) **PREMATURE CONVERSION TO NSS, WHILE THE MARKETPLACE REMAINS ON A SELF-SERVICE BASIS, MAY COST YOU SALES AND PROFITS.**

3) **NO ONE, ESPECIALLY THE RETAILER, WISHES TO EXPEND THE TIME AND MONEY TO RECONFIGURE THE CIGARETTE CATEGORY MORE THAN ONCE.**

4) **NO MANUFACTURER TO DATE HAS OFFERED THE RETAILER A VIABLE SOLUTION FOR THE FUTURE THAT SUPPORTS AN INDUSTRY APPROACH WHILE ADEQUATELY ADDRESSING THE PRIMARY BUSINESS DRIVERS OF THE CIGARETTE CATEGORY.**

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Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

COMPETITIVE PROGRAM ASSESSMENT

PHILIP MORRIS:

* THE MERCHANDISING FOCUS IS ON MARLBORO PRODUCT AND GRAPHICS.

* THIS OPTION WILL SATISFY THE NEEDS OF MARLBORO SMOKERS, BUT MAY LEAVE THE RETAILER WITH LITTLE OPPORTUNITY TO PROMOTE OTHER LEADING BRANDS.

* PHILIP MORRIS' CONTRACTS REQUIRE 50% OR MORE OF VISIBLE PACK AND CARTON FACINGS.

* SKU ELIMINATION RESULTS FROM INADEQUATE INVENTORY SPACE ALLOCATED TO NON-PM BRANDS -- A TACTIC THAT SERVES PM'S BEST INTERESTS, BUT ULTIMATELY MAY LOSE YOU CUSTOMERS.

* IN SUMMARY, PM'S NON-SELF SERVICE APPROACH DOES NOT ADEQUATELY ADDRESS THE 3 P'S FROM AN INDUSTRY PERSPECTIVE:

- PRODUCT AVAILABILITY

  INADEQUATE MERCHANDISING SPACE FOR BRANDS OTHER THAN PM.

- PRESENCE

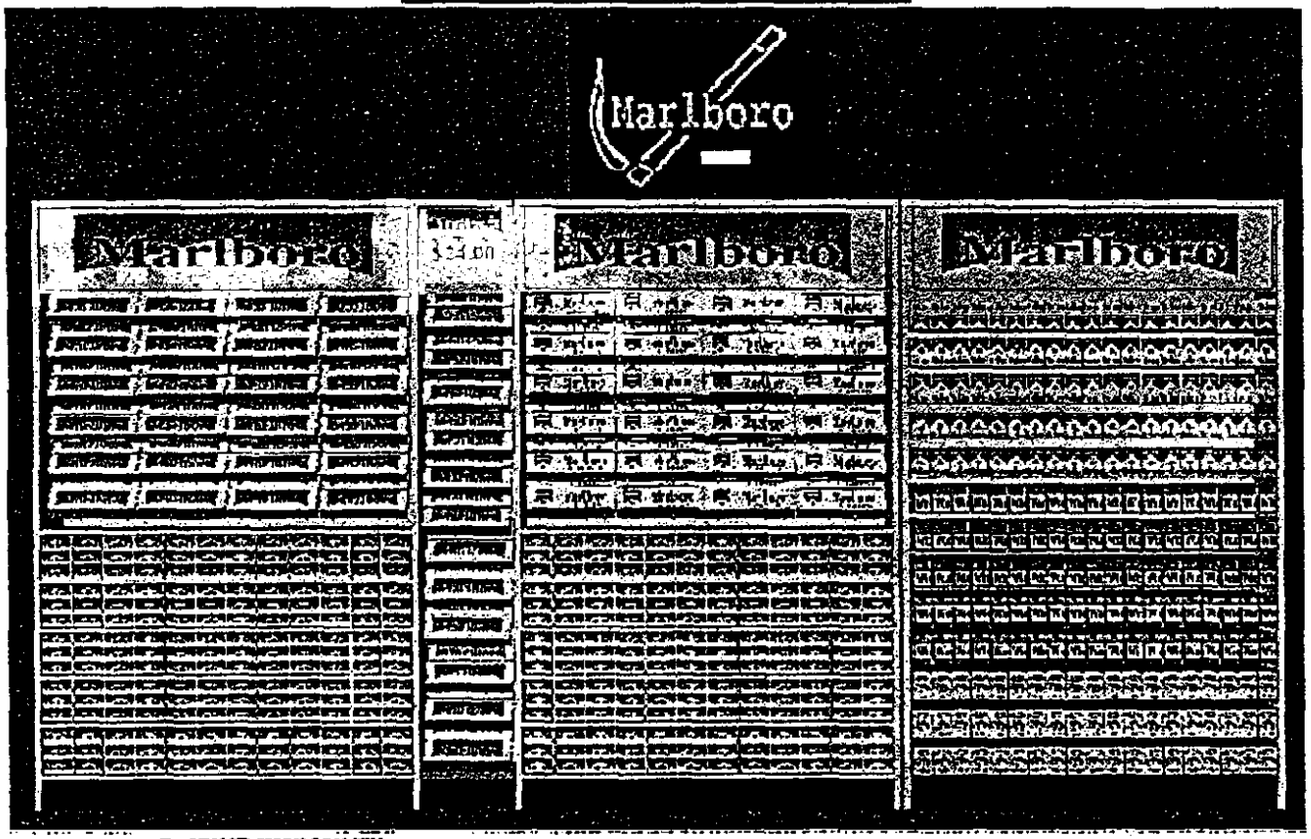
  MARLBORO ONLY. SAVINGS CATEGORY IS MINIMIZED.

- PROMOTION

  ONLY MARLBORO PROMOTIONS ARE VISIBLE. QUESTION AS TO WHETHER COMPETING MANUFACTURERS WILL PROMOTE FROM NON-VISIBLE POSITIONS OR CO-EXIST FROM A CONTRACTUAL STANDPOINT.

Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

PHILIP MORRIS



- PRODUCT AVAILABILITY
  - INADEQUATE MERCHANDISING SPACE FOR ALL BRANDS OTHER THAN PM.
- PRESENCE
  - MARLBORO ONLY. SAVINGS CATEGORY MINIMIZED.
- PROMOTION
  - ONLY MARLBORO PROMOTIONS ARE VISIBLE. QUESTION AS TO WHETHER COMPETING MANUFACTURERS WILL PROMOTE FROM NON-VISIBLE POSITIONS OR CO-EXIST FROM A CONTRACTUAL STANDPOINT.

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PHMR.GIF

Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

COMPETITIVE PROGRAM ASSESSMENT

BROWN & WILLIAMSON:

* RECENT PRESENTATIONS BY B & W INCLUDE NEW FIXTURE FOR PACKS, CARTONS AND PROMOTIONS. THIS FIXTURING INITIATIVE IS ENTITLED *FLEXMATER 2010*. THIS PROGRAM IS TARGETED FOR PACK OUTLETS AND CTS OUTLETS SINCE B & W'S INTENTION IS TO PLACE THEIR PRODUCT EXCLUSIVELY ON THEIR UNITS. IN TRADITIONAL CARTON OUTLETS, B & W WILL CONTRACT FOR SPACE ON THE INDUSTRY OR STORE OWNED CARTON MERCHANDISER.

* AS WITH THE PM APPROACH, THE B & W PRESENTATION SPEAKS ONLY TO ENSURING THEIR PRESENCE IN THE STORE AND OFFERS LITTLE TO ASSIST RETAILERS WITH MANAGING THE TOTAL CIGARETTE CATEGORY.

* IN SUMMARY, B & W'S NON-SELF SERVICE APPROACH DOES NOT ADEQUATELY ADDRESS THE 3 P'S FROM AN INDUSTRY PERSPECTIVE:

- PRODUCT AVAILABILITY

  INADEQUATE MERCHANDISING SPACE FOR B & W BRANDS ONLY.

- PRESENCE

  GPC AND/OR KOOL ONLY. MOST LIKELY WILL BE GPC DOMINANT IN MOST MARKETS.

- PROMOTION

  PROMOTION EMPHASIS WILL BE PLACED ON KOOL AND GPC PRODUCT, SPACE DEDICATED ON TOP SHELF OF *FLEXMATER 2010* MODULE FOR PACK AND/OR CARTON PROMOTIONS FOR B & W ONLY. B & W'S PLAN-O-GRAM PERMITS CO-EXISTENCE WITH COMPETING MANUFACTURER'S MERCHANDISERS.

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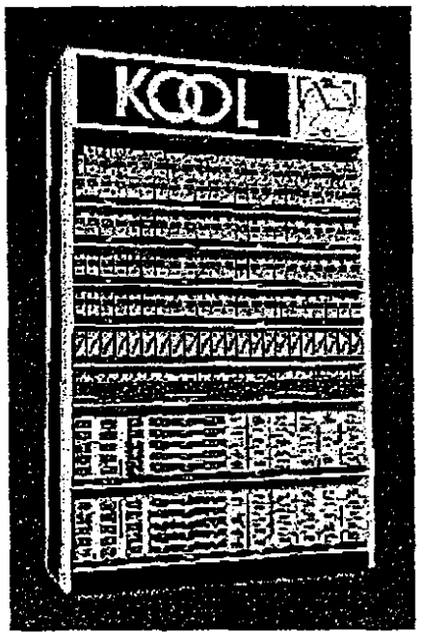
Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

BROWN & WILLIAMSON

AVAILABLE IN 2', 3', AND 4' WIDTHS W/MULTIPLE HEIGHT PROFILE



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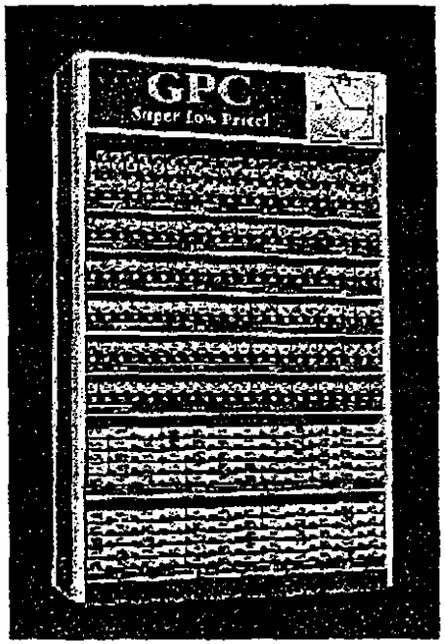

- B&W's NON-SELF SERVICE APPROACH DOES NOT ADEQUATELY ADDRESS THE 9P's FROM AN INDUSTRY PERSPECTIVE:

PRODUCT AVAILABILITY

- PROVIDES MERCHANDISING SPACE FOR B&W BRANDS ONLY.

PRESENCE

- GPC AND/OR KOOL ONLY. MOST LIKELY WILL BE GPC DOMINANT IN MOST MARKETS.

PROMOTION

- SPACE DEDICATED ON TOP SHELF OF FLEXMASTER 2010 MODULE FOR PACK AND/OR CARTON PROMOTIONS FOR B&W ONLY. B&W's PLANOGRAM PERMITS CO-EXISTENCE WITH COMPETING MANUFACTURER'S MERCHANDISERS.

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BRWM.GIF

Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

RJR MERCHANDISING/PRESENCE DEVELOPMENT - PLANNING FOR THE FUTURE

(CARTON OUTLETS)

RJR SOLUTIONS:

RETROFIT OF CURRENT RJR MERCHANDISERS

* FOR RETAILERS THAT ARE INTERESTED IN SELLING BOTH PACKS AND CARTONS.
* ALLOWS RETAILER TO PARTICIPATE IN MULTIPLE MANUFACTURERS' DISPLAY PROGRAMS WHILE MAXIMIZING CONSUMER AWARENESS ON MAJOR SELLING BRANDS; AN INDUSTRY APPROACH.
* FLEXIBLE PROMOTIONAL CAPABILITY IS AVAILABLE FOR BOTH FULL PRICE AND SAVINGS CATEGORIES. SPRINGLOAD PACK MODULES RELOCATE PACKS FROM SELF-SERVICE TO N/S/S LOCATION.
* STACKABLE SIDE-FACING SPRINGLOAD CARTON CARTRIDGES AND/OR WATERFALL CARTON RETROFIT SHELVES ARE AVAILABLE TO CONVERT STANDARD CARTON SHELVING TO HIGH CONSUMER VISIBILITY CARTON SECTIONS FOR HIGH PRIORITY CARTON STYLES.
* HOW DOES THIS OPTION MEASURE UP TO THE CIGARETTE CATEGORY? 3 P'S?

- PRODUCT AVAILABILITY

  PACK AND CARTON MODULES ARE AVAILABLE FOR BEST SELLING FULL PRICE AND SAVINGS BRANDS FOR PACK AND CARTON CONFIGURATIONS OF MULTIPLE MANUFACTURERS TO MAXIMIZE % COVERAGE OF CONSUMER BASE.

- PRESENCE

  PROVIDES PACK AND CARTON VISIBILITY AND COMMUNICATES PRICING/BRAND MESSAGES TO THE CONSUMER FOR BOTH.

- PROMOTION

  FLEXIBILITY TO FEATURE PACK AND CARTON PROMOTIONS WHEN AVAILABLE.

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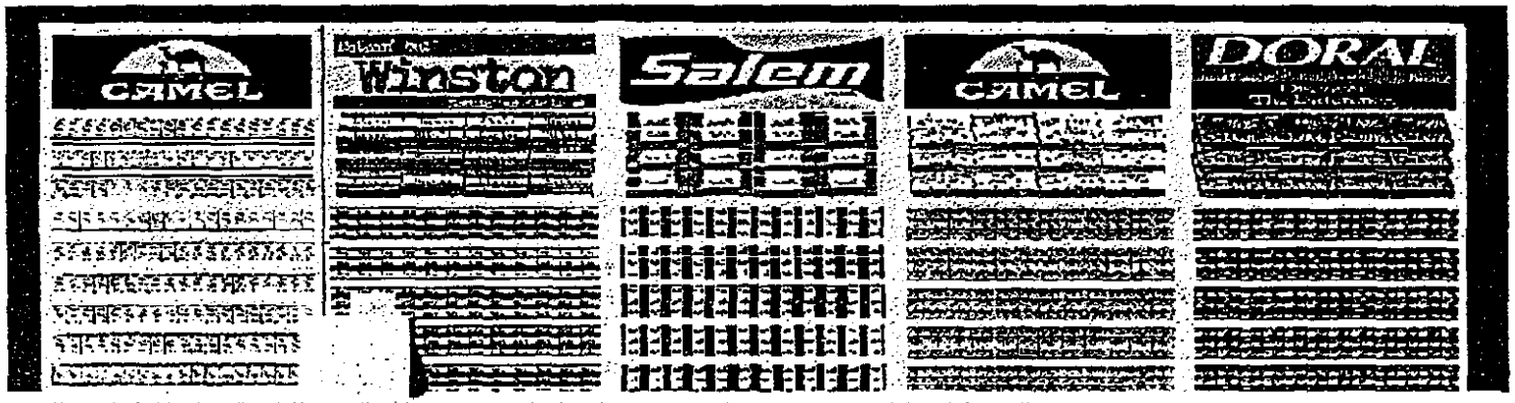
Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

RJR MERCHANDISERS
CURRENT SET RETROFITTED

(HORIZONTAL LOAD)



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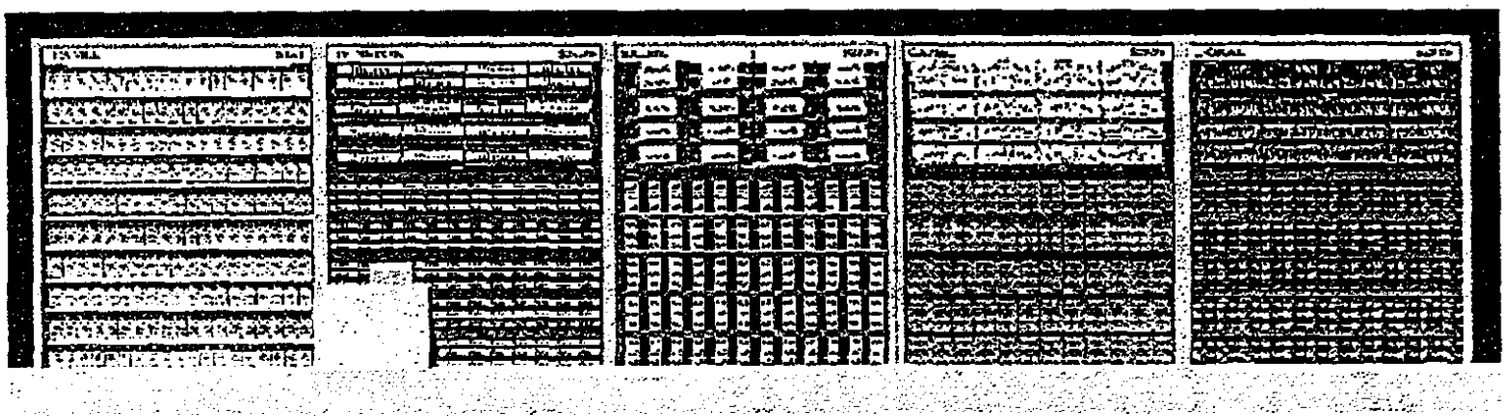
Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

RJR MERCHANDISERS
CURRENT SET RETROFITTED
W/ADVERTISING RESTRICTIONS
(HORIZONTAL LOAD)



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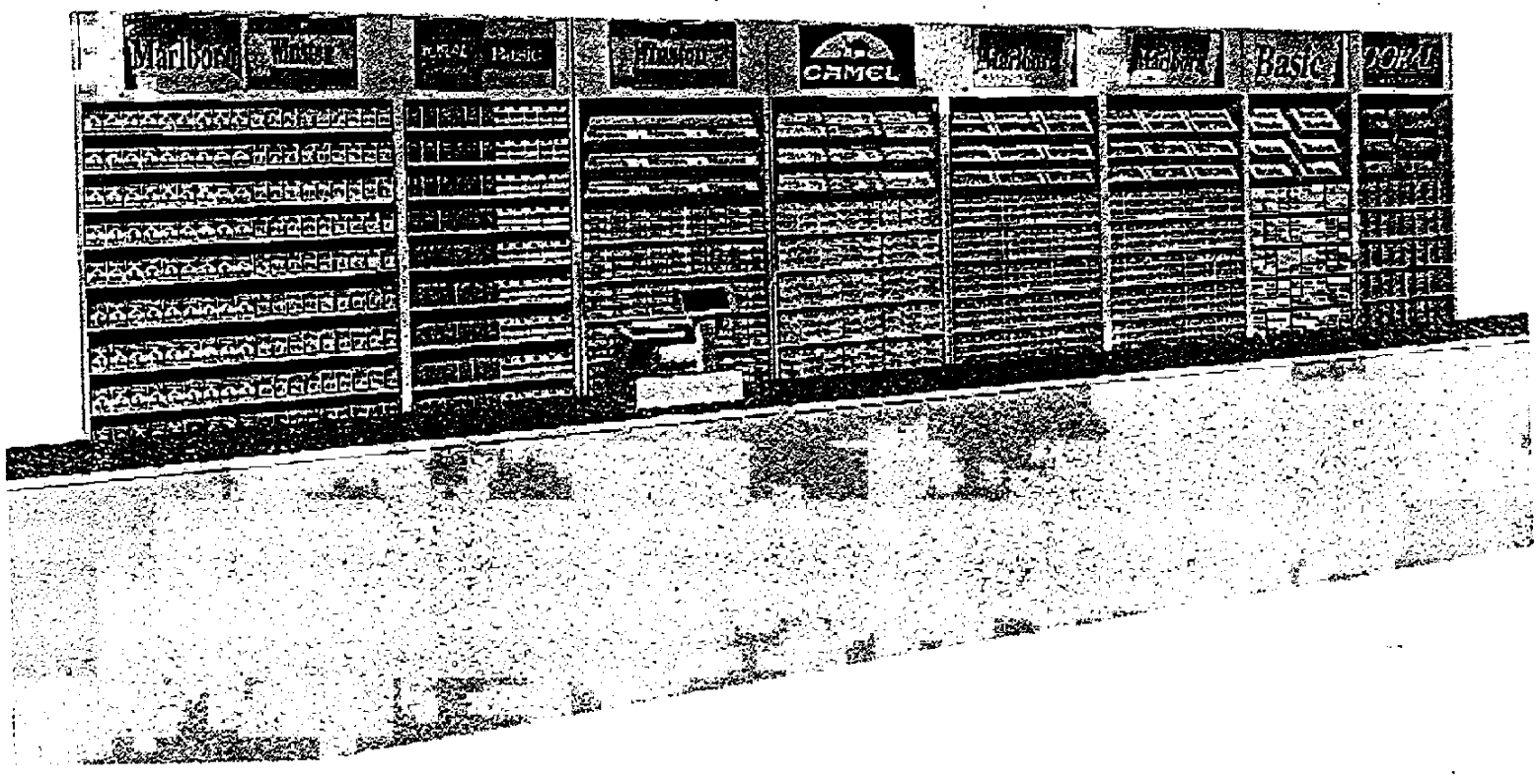
Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

RJR MERCHANDISERS RETROFIT NSS SET

(VERTICAL LOAD)



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Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

RJR MERCHANDISING/PRESENCE DEVELOPMENT - PLANNING FOR THE FUTURE

(CARTON OUTLETS)

RJR SOLUTIONS:

RETAILER SUPPLIED SHELVING

* FOR RETAILERS THAT DUE TO CURRENT FIXTURING CONFIGURATION, ARE UNABLE TO RETROFIT ON-SITE MERCHANDISERS BUT CAN INSTALL GONDOLA/RETAILER SHELVING.
* ALLOWS RETAILERS WITH ADEQUATE COURTESY AREA SPACE TO PARTICIPATE IN MULTIPLE MANUFACTURERS' CARTON PROGRAMS WHILE MAXIMIZING CONSUMER AWARENESS ON MAJOR SELLING BRANDS; AN INDUSTRY APPROACH.
* MODULAR SPRINGLOAD PACK COMPONENTS AND RJR CARTON WATERFALL INSERTS ON GONDOLA SHELVING MAY BE UTILIZED TO MERCHANDISE RJR BRANDS AND OTHER MANUFACTURERS CARTON NEEDS AND PACKS ON A COST SHARE BASIS.
* FLEXIBLE PACK PROMOTIONAL SPACE MAY BE IMPLEMENTED BASED ON RETAILER'S NEED OR DESIRE TO PARTICIPATE IN FLIGHTED RJR PACK/PRICING PROMOTIONS.
* HOW DOES THIS OPTION MEASURE UP TO THE CIGARETTE CATEGORY'S 3 P'S?:

- PRODUCT AVAILABILITY

  INTEGRATED PRIORITY PACK, PACK PROMOTION, AND WATERFALL CARTON MODULES ARE AVAILABLE FOR BEST SELLING FULL PRICE AND SAVINGS BRANDS FOR PACK AND CARTON CONFIGURATIONS OF MULTIPLE MANUFACTURERS TO MAXIMIZE % COVERAGE OF CONSUMER BASE.

- PRESENCE

  PROVIDES PACK AND CARTON VISIBILITY AND COMMUNICATES PRICING/BRAND MESSAGES TO THE CONSUMER FOR BOTH.

- PROMOTION

  FLEXIBILITY TO FEATURE PACK AND CARTON PROMOTIONS WHEN AVAILABLE.

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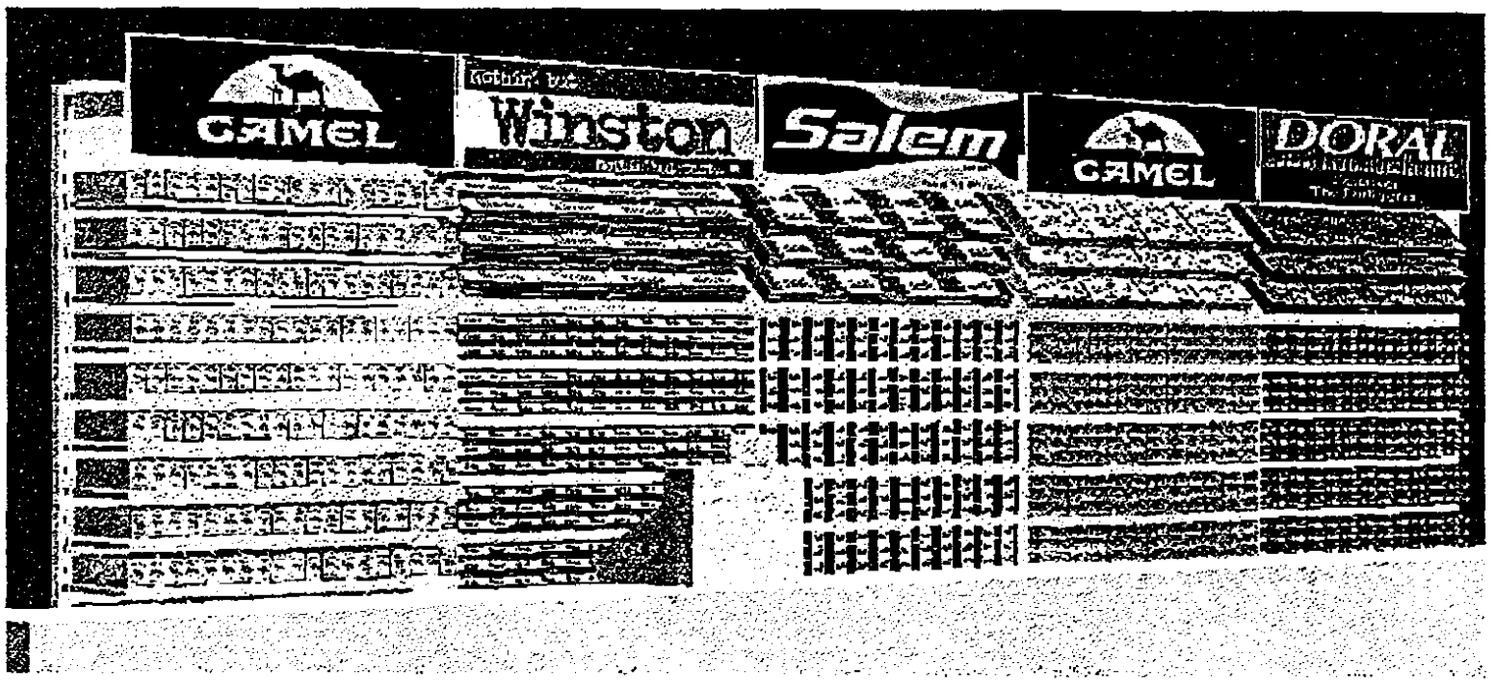
Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

RETAILER SUPPLIED SHELVING (GONDOLA)

(HORIZONTAL LOAD)



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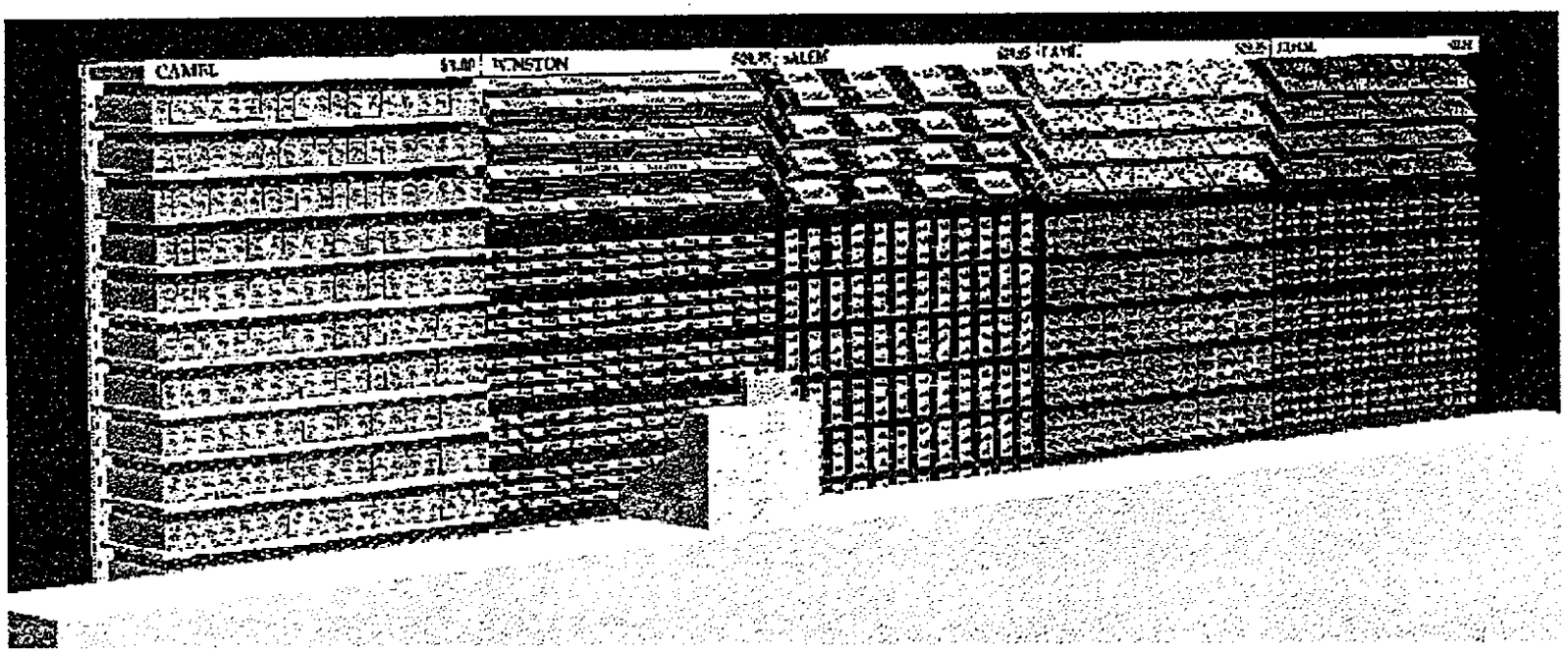
Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

RETAILER SUPPLIED SHELVING (GONDOLA)

W/ADVERTISING RESTRICTIONS

(HORIZONTAL LOAD)



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Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

RETAILER SUPPLIED SHELVING (GONDOLA)

(VERTICAL LOAD)

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Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

RJR MERCHANDISING/PRESENCE DEVELOPMENT - PLANNING FOR THE FUTURE

(CARTON OUTLETS)

RJR SOLUTIONS:

TOTAL NON-SELF SERVICE HIGH VISIBILITY CIGARETTE DEPARTMENT

* FOR RETAILERS THAT DUE TO CURRENT FIXTURING CONFIGURATION, ARE UNABLE TO RETROFIT ON-SITE MERCHANDISERS AND HAVE A RJR CPW OF 80+ COST SHARE GUIDELINES APPLY.
* ALLOWS RETAILER WITH ADEQUATE COURTESY AREA SPACE TO PARTICIPATE IN MULTIPLE MANUFACTURERS' CARTON PROGRAMS WHILE MAXIMIZING CONSUMER AWARENESS ON MAJOR SELLING BRANDS; AN INDUSTRY APPROACH.
* MODULAR SPRINGLOAD PACK COMPONENTS AND RJR CARTON WATERFALL WOOD MODULES MAY BE UTILIZED TO MERCHANDISE RJR BRANDS AND OTHER MANUFACTURERS PACK/CARTON NEEDS ON A COST SHARE BASIS.
* FLEXIBLE PACK PROMOTIONAL SPACE MAY BE IMPLEMENTED BASED ON RETAILER'S NEED OR DESIRE TO PARTICIPATE IN FLIGHTED RJR PACK/PRICING PROMOTIONS.
* HOW DOES THIS OPTION MEASURE UP TO THE CIGARETTE CATEGORY'S 3 P'S?:

- PRODUCT AVAILABILITY

  INTEGRATED PRIORITY PACK, PACK PROMOTION, AND WATERFALL CARTON MODULES ARE AVAILABLE FOR BEST SELLING FULL PRICE AND SAVINGS BRANDS FOR PACK AND CARTON CONFIGURATIONS OF MULTIPLE MANUFACTURERS TO MAXIMIZE % COVERAGE OF CONSUMER BASE.

- PRESENCE

  PROVIDES PACK AND CARTON VISIBILITY AND COMMUNICATES PRICING/BRAND MESSAGES TO THE CONSUMER FOR BOTH.

- PROMOTION

  FLEXIBILITY TO FEATURE PACK AND CARTON PROMOTIONS WHEN AVAILABLE.

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Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

RJR MERCHANDISING TOTAL NSS
HIGH VISIBILITY CIGARETTE DEPARTMENT
NET NEW RJR FIXTURES

(VERTICAL LOAD)

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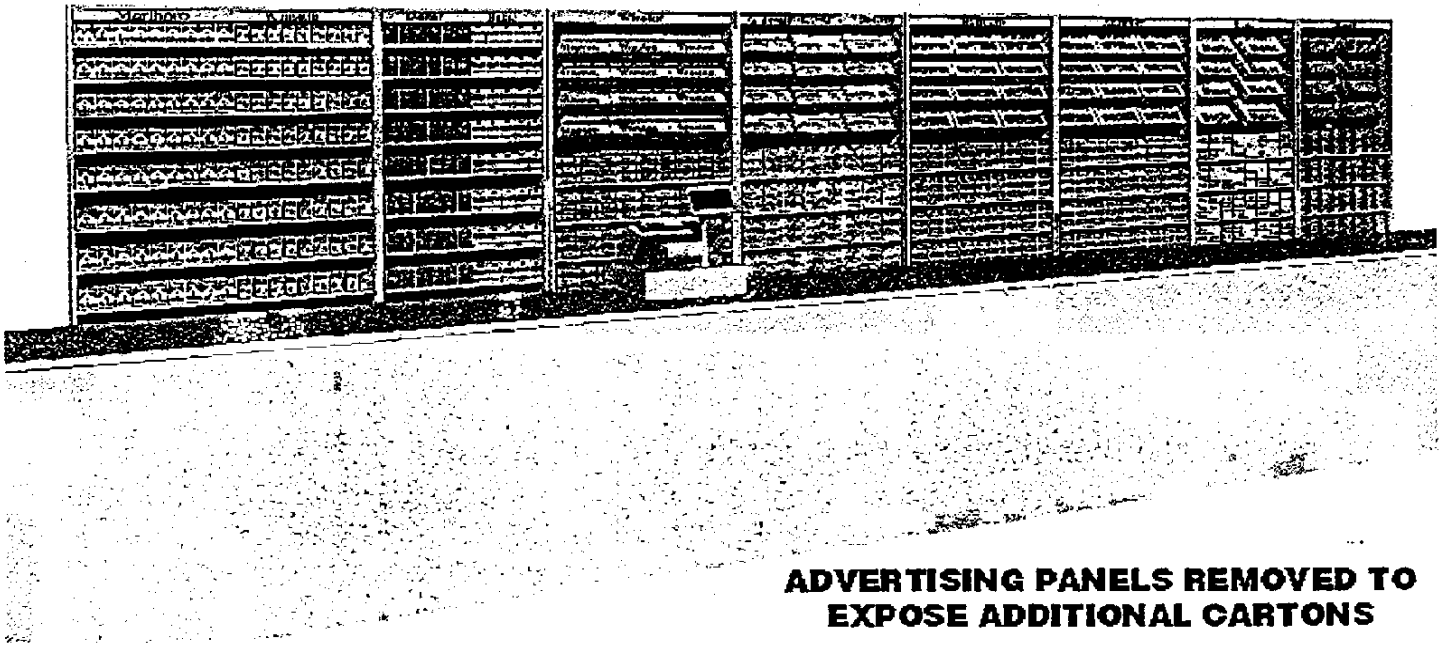
109.GIF

Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

RJR MERCHANDISING TOTAL NSS
HIGH VISIBILITY CIGARETTE DEPARTMENT
NET NEW RJR FIXTURES

W/ADVERTISING RESTRICTIONS

(VERTICAL LOAD)



ADVERTISING PANELS REMOVED TO EXPOSE ADDITIONAL CARTONS

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Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

RJR MERCHANDISING/PRESENCE DEVELOPMENT - PLANNING FOR THE FUTURE

(CARTON OUTLETS)

RJR SOLUTIONS:

LOCKED LOBBY SETS

* RJR DOES NOT RECOMMEND LOCKED LOBBY FIXTURES AS A MERCHANDISING PRIORITY FOR THE FUTURE.

* MERCHANDISING THE CIGARETTE DEPARTMENT IN THE LOBBY AREA (AFTER THE CHECKOUTS) WILL ADD UNDUE LABOR TO FRONT-END PERSONNEL IF PACKS ARE MANDATED NON-SELF SERVICE.

* ADDED COMPLICATIONS ARE ANTICIPATED UNDER FIXTURE LEGISLATIVE RESTRICTIONS IF COMPLIANCE REQUIRES THE FIXTURES TO BE LOCKED AT ALL TIMES WITH THE EXCEPTION OF AGE-VERIFIED STORE EMPLOYEES.

* ALTHOUGH LOBBY SET CONFIGURATIONS MAY BECOME NECESSARY ON A TEMPORARY BASIS AS A LAST RESORT, CAREFUL CONSIDERATION MUST BE GIVEN TO PERMANENT RELOCATION OF THE CIGARETTE CATEGORY TO A MANNED SERVICE CENTER LOCATION. LOCKABLE SOLID GLASS SECURITY DOORS ARE AVAILABLE FOR NON-SELF SERVICE LOBBY SETS ON A COST SHARE BASIS.

* IF FACED WITH SEVERE SPACE LIMITATIONS, RJR RECOMMENDS CONVERTING AN EXISTING CHECKLANE (PREFERABLY AN EXPRESS CHECK-OUT) TO A N/S/S PACK AND CARTON MERCHANDISING SET BEHIND THE CASHIER.

Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

RJR MERCHANDISING / PRESENCE DEVELOPMENT - PLANNING FOR THE FUTURE

(CARTON OUTLETS)

RJR SOLUTIONS:

CIGARETTE CATEGORY DEPARTMENTALIZATION - STORE-IN-A-STORE (SIAS)

* STORE-IN-A-STORE IS A DEPARTMENTALIZED AREA CONTAINED WITHIN EXISTING SQUARE FOOTAGE OF YOUR LOCATION THAT IS DESIGNED FOR THE IMMEDIATE CAPABILITY OF PROVIDING RESTRICTED ACCESS AND VISIBILITY TO THE UNDERAGE.

* SIAS MAY BE ACCOMPLISHED THROUGH THE PLACEMENT OF STORE GONDOLA SHELVING, A MIXTURE OF GONDOLA AND PRIORITY BRAND FIXTURES (SUPPLIED BY EACH MANUFACTURER), OR FIXTURES SOLELY SUPPLIED BY PARTICIPATING COMPANIES.

* SUCCESSFUL STORE-IN-A-STORE CONFIGURATIONS POSSESS THE SAME SUCCESSFUL MERCHANDISING AND PRESENCE ELEMENTS AS A STAND-ALONE CIGARETTE/TOBACCO STORE SINCE IT IS, OR WILL BE, IN DIRECT COMPETITION WITH THIS FORMAT IN THE FUTURE.

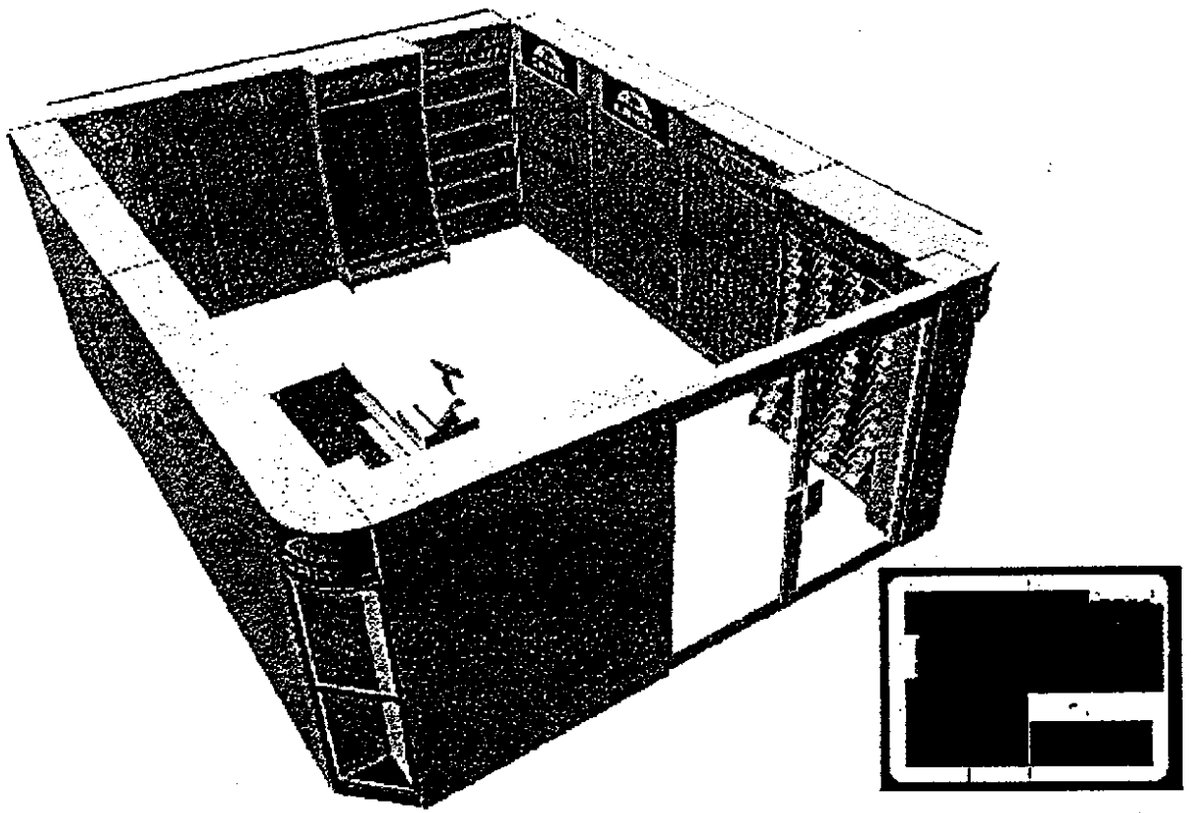
* ADDITIONAL INFORMATION PERTAINING TO CIGARETTE DEPARTMENTALIZATION IS AVAILABLE FROM YOUR RJR REPRESENTATIVE FOR INTERESTED PARTIES.

* THE VIABILITY OF THE STORE-IN-A-STORE CONCEPT IS UNDETERMINED UNDER THE FDA REGULATIONS AS AN AGE-RESTRICTED OUTLET. IT IS FOR THIS PRIMARY REASON THAT RJR RECOMMENDS ONLY TARGETED TESTING OF THIS CONCEPT.

Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

(CARTON OUTLETS)

CIGARETTE CATEGORY DEPARTMENTALIZATION
STORE-IN-A-STORE (SIAS)



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Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000

LEGISLATED NON-SELF SERVICE RJR MERCHANDISING/PRESENCE DEVELOPMENT

(CARTON OUTLETS)

SUMMARY:

* UNTIL FINAL LEGISLATIVE AND/OR REGULATORY INITIATIVES ARTICULATE A CLEAR DIRECTION OF THE FUTURE CIGARETTE CATEGORY MERCHANDISING, RETAILERS SHOULD NOT IMPLEMENT RESETS.

* RETAILERS SHOULD ANALYZE INITIATIVE OF THE CURRENT CONFIGURATIONS THAT EXIST WITHIN THEIR STORES TO PREPARE FOR THE FUTURE MERCHANDISING EFFORT.

* IF NECESSARY, TEST SEVERAL INDUSTRY SETS DISCUSSED IN THIS DOCUMENT TO DETERMINE PERFORMANCE AND LOGISTICAL PARAMETERS. THIS LEARNING CAN LEAD TO AN EFFICIENT ROLLOUT.

* RJR REMAINS COMMITTED AS YOUR CATEGORY ADVISOR TO LEAD YOU THROUGH THE TRANSITION TO LEGISLATED AND/OR REGULATED NON-SELF SERVICE. TIMING AND SELECTION OF THE RIGHT MERCHANDISING APPROACH IS CRITICAL TO MAINTAIN/BUILD THE PROFITABILITY OF YOUR NUMBER ONE INSIDE SALES CATEGORY.

IMPORTANT:

ALL THE SOLUTIONS OFFERED TO YOU AS RETAILER INCLUDE RJR'S EXPERTISE IN SETTING UP THE ENTIRE CATEGORY PLAN-O-GRAM TO THE APPROPRIATE SHARE OF SPACE VS. SHARE OF MARKET. NO OTHER MANUFACTURER OFFERS THIS TOTAL CATEGORY SERVICE.

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Source: https://www.industrydocuments.ucsf.edu/docs/mtbn0000